CONSUMER BEHAVIOR AND BRAND PREFERENCE FOR BLADE AND SHAVING CREAM
—An Analytical Study

DISSERTATION SUBMITTED
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BY

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C O N T E N T S
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(S.M.SHAHID NOMANI)

PREFACE

All social changes occurs because of human beings. Culture is not self innovating ,ideas are not self creating and technology is not self inventing . Somehow ,somewhere, in a society, a man breaks, however slightly from tradition. He does some thing in a different way. He finds a new way or style of life. He has a new idea or makes a new discovery. When that happens, he has disturbed the stream of culture and like a stone tossed into the waters ,its ripples may go on forever. It affect after a while all the compartments of culture and the sector of socity.

Many writer on sociology and Allied (technological) subject are proponents of the technological theory of social changes. A prominent sociologist William .F.Ogburn(1886-1956) divides culture into two large categories . Material Culture and Non material culture. He then suggests that although changes may occurs first in material culture and the non material culture accordingly has to adjust to them. Changes in the material culture are the causes of changes in the non material culture. and the latter, though it lags, behind is always in process of adjustment to the former. In this way technological invention is primarily responsible for cultural changes. From Stone age to Computer age numerous cultural changes took place. Society is so dynamic that it has moved from home handicraft economy of self suffiency into a socio economic system. Besides this, with the passage of time man tried to satisfy their needs and wants through some means, for instance, SHAVING MUG (1830-1930) gave birth to Razor and finally Shaving cream and Electric Razor (1905)*. These social, economic, technological and cultural changes pose major challange to business in general and Marketing in particular. Hence the advancement and refinements in marketing go hand in hand with the advancement in civilization.

*1. Encyclopedia Bretainica page 477, vol. 20

2. Shaving mug was first used in United States, Pensylvania and New England during 15th century to early 19th century.

The concept, importance and practices of marketing is changing day by day. The days of "build a better mouse trap" and "seller marketing concept" has gone. The buyers or consumer markets are getting more importance and prevailing all over the world. Not even, marketing manager has to act in a socially responsible manner, if they want to succeed or even survive in this era.

The socio -economic environment of today is so dynamic and fast changing that the marketing strategy, policy and planning of a firm is influenced by different classes of consumers which constitute the market of the product. In case of marketing of consumer goods, the influence is more acute. Hence in modern marketing management, consumers are the main focus of all marketing efforts.

In this changing socio-economic environment, marketing executives have to cope with many problems. In fact, if properly viewed, these problems are also opportunities . Marketing managers must endeavour to understand the complexities of consumer behavior and give due weightage and attention to what they believe to more important forces acting on consumers. Before marketing opportunities can be recognised marketing strategies can be developed and adopted consumers behavior ,traits and characteristics must be identified and studied .

The Indian Blade and shaving cream market is primarily buyers one. Consumer have a wide range of choice at their disposel. Competition among manufacturers and marketers of these consumers goods are increasing day by day. So it offers a wide range of scope to explore the "Consumer behavior and Brand Preference". An insight into consumer behavior and brand preference will be of immence benefit to marketers.

OBJECTIVE

OF

THE SURVEY

AND

HYPOTHESIS

BLADE

OBJECTIVES

1. To determine the most popular brand of blade in the market.
2. To study the effect of various factors in influencing a brand choice.
3. To study the various factors responsible for brand change.
4. To study the extent of brand loyalty during temporary shortage.
5. To find out the impact of advertisement and claims made in advertisement on consumers.
6. To determine whether price has any impact over brand loyalty or not.
7. To find out the most important product attributes of Blade.

HYPOTHESIS

H-I Topaz is the most popular brand of blade among available brand in the market.

H-II Brand selection in case of blade occurs incidentally.

H-III In case of blade, Consumer change their brand mainly due to temporary shortage.

H-IV Relatives advice having greater impact followed by advertisement and seller's advice over the choice of a particular brand of blade.

H-V Consumers do not believe in claims made in advertisement.

H-VI Buyers are loyal to their brand irrespective of price.

H-VII In case of blade, coating that gives smooth shave is most desired product attribute sought by consumers.

SHAVING CREAM

OBJECTIVES

1. To find out what proportion of population use blade but not shaving cream.

2. To dind out the most popular brand of shaving cream in the market.

3. To find out what proportion of population use blade and shaving cream of the same company.

4. To find out the impact of advertisement and the claims made in advertisement on consumers.

5. To find out wheather price has any impact over brand loyalty or not.

6. To find out the three most important product attributs of shaving cream.

7. To find out the impact of advertisement, relatives and seller's advice over the choice of a particular brand of shaving cream.

HYPOTHESIS

H-I The state of using or not using the shaving cream by beard shaver is independent of the income group of the consumers.

H-II Generally all the beared shaver use shaving cream.

H-III Godrej is the most popular brand of shaving cream used by the consumers.

H-IV The state of using or not using the same brand of shaving cream by other members of the family is independent of the income group of the consumers.

H-V Purchase of a particular brand size of package of shaving cream is independent of the income group of the consumers.

H-VI Advertisement having greater impact followed by seller's advice and relatives over the choice of a particular brand of shaving cream.

H-VII Consumers do not believe in claims made in advertisement.

H-VIII Magzine ~~is the best~~ media followed by news paper prefered by most consumers among the non-personnel influencing channel.

H-IX Buyers are loyal to their brand irrespective of price.

H-X Rich foam is the most desired product attributs among other attributes of shaving cream like Antiseptic Characteristic ,Scented, with masculine freshness , Gliding action, and Longer lasting lather etc.

H-XI Generally people use blade and shaving cream of the same company.

RESEARCH DESIGN

AND

METHODOLOGY

RESEARCH METHODOLOGY

FORMULATION OF PROBLEM

Statistical data are studied in order to learn something about broader field which the data represent . We regard a data as asample drawn from a large universe, study them and draw conclusion for the universe, because the complete coverage of entire universe would be prohibitively and some times immpossible.

The universe of the present study is Aligarh city . Aligarh is a small city of Uttar Paradesh , situated on G.T. road , about 120 Km. from Delhi. It has a population of around 4 lacs and is predominantly inhibited by middle class.

SELECTION OF PRODUCT ATTRIBUTES

Consumers are not satisfied with the sweet words of sellers . They are more interested to the attributes of the product. All buyers are not interested to all attributes of a products . The market of a product can be segmented according to the set of attributes to different buyers.

Blads are attributed by coating that gives smooth shaving , sharpedge, longer life,shaving cream are attributed by rich foam, longer lasting lether ,gliding action, scented with masculine freshness, antiseptic characteristics 'and cost . Other factors like continuous supply, influencing group and advertisement have great impact on the decision making of buyers in the market while purchasing blade and shaving cream. Besides this in the selection of product attributes much coopration was availed by whole seller and retailers. Atleast in the listing of brands name, product attributes and prices of different brands, they were the only sources.

SURVEY DESIGN AND METHODOLOGY

The present survey was conducted keeping in view the given objectives and hypothesis just to make some genralisations about the buying behaviour, attitudes and perceptions of a particular consumer towards blade and shaving cream in and arround Aligarh City.

THE UNIVERSE AND THE SAMPLE

The universe of this study is considerably large as the use of blade and shaving cream is now very common. As the total universe can not be taken for study, a sample has been choosen to know the consumer behaviour and brand preference. The present study with consideration of time and cost is a sample one,whichcovers the following areas of Aligarh city .

1. Campus area i.e.University area.
2. Areas surrounding the campus i.e. civil lines.
3. City area.
4. Aligarh Industrial Estate.
5. Sub urban areas of Aligarh city .

In the broad classification the universe would comparise various groups of society ,in which six categories of the society has been included, they are .

1. Students
2. Teachers.
3. Businessmen.
4. Government Servant.
5. Doctors.
6. Engineers.

The category of students include those who are studying in various faculties of Aligarh Muslim University, Research scholer of this University, besides this ,Students of degree college and High School of Aligarh city . Teachers category include those who are associated with various faculties as teacher also qualified physician, engineers who are employed as teacher in this university, As well as teachers of degree college and High schools of this city. The businessmen category includes ,small traders and big traders . The government servant includes both white coloured and blue coloured workers. employed in University offices , various government department of Aligarh city . The doctors category includes practioners (independents practioners as well as those who are employed in J.N.M.C. Hospital, Govrment Hospital, Gandhi eye hospital and Tibbya college Hospital) both physicians, specialist and surgons in Aleopathy , Homeopathy and Unani. The Engineers category includes both employed in state and central government offices as well as in the Industrial estate of Aligarh.

THE SAMPLING TECHNIQUE

In marketing studies the conclusions can properly be inferred from the sample rather than from the census of either whole or the target population . During the administration of the survey, problems are faced at two stages.

1. Before making the actual survey and measurement when the researcher wants to specify the number of population units that are either (a) so few as to render the risk of sampling error intorlerably larger or (b) two many, which would be ineffecient.

2. After the measurement have been made from the processing of the primary or the secondary data obtained from many sources, when researcher wants to judge either how large the sampling error might be and whether to accept the data or not, its ostensible implication about the hypothesis. It was intended that the size of the sample should be 300 to be selected from all sections of the universe category .

It was not possible to apply strictly the techniques.

of random sampling due to many constraints , important being shortage of time at the disposal of researcher and lack of financial resources . The selection was therefore, made on the bsis of convenience sampling. Every effort was taken to keep the sample fairly representative and without the personal bais of the researcher or other distributors of the questionaire during their distributions.

SURVEY PROCEDURE AND METHODOLOGY.

The survey was made with the help of a suitable questionaire which has been designed to collect information relevant for this study. It was made clear at the out set of the questionaire that the survey had only acedemic purpose and the facts revealed by the respondents will be kept strictly confedential. In order to get unbaised answers or to get the answer to the nearest possible accuracy the questions were kept very brief ,simple and understanding . Moreover alternative to answers (Aided techniques) were used to narrow down fluctuations in the responses . A total number of 300 questionaire were issued. The responses were received from 256 persons distributed as follows .

DISTRIBUTION OF RESPONSES FROM DIFFERENT PROFESSIONAL GROUPS.

	No. Contacted	No. Responding	% Responding	% of all Responses
Students	100	90	90.00	35.15
Teachers	50	45	90.00	17.58
Businessman	50	45	90.00	17.58
G.Servants	50	43	86.00	16.79
Doctors	25	18	72.00	7.03
Engineers	25	15	60.00	5.86
	300	256	85.34	100.00

It may be seen from the table that the highest cooperation was received from students , teachers and Businessmen. In comparision to others, Engineers were particularly less responsive as only "60" percent responses were available. This may be due to the lack of their appreciation of the values of this kind of survey. The reason behind such selection is to bring a comparative study of behavioral pattern of consumers and different economic and social setup and also to have over all view of the behavior and preference.

No doubt the survey was conducted by the researcher himself though the help of friends and acquaintance ,who had some preliminary orientation to statistical techniques was used (only in student and teachers sections). Still the general instructions were given that any ambiguity arising in questions were thoroughly discussed so that the respondents had a clear understanding of the questions,. The interviewers were adviced to contact respondents in an impressive manner at a convenient time . The investigator were asked to distribute the questionaire as randomly as possible and to contact through some porsons who knew the respondent personally. This was done to ensure a fair and frank responses and to remove any suspicion in the minds of respondents about the survey. In few cases (· small traders, government servants) questionaire were filled by the researcher himself by asking questions verbally and the rest were filled by respondents in their own handwriting.

ACCURACY AND SIZE OF SAMPLE

Accuracy of any investigation depands upon the size of the sample . It is commonly believed that larger the sample size greater would be the accuracy of the investigation . Size of the sample depends upon the size of the universe. Bigger the universe the greater should be the size of the sample . If the universe is subject to much variations the size of the sample shouls be more to cover up all type of variations.

Absolute accurcy is impossible to be achieved. An inforrments do not give correct informations . Sometime theydo not care for good and sincere cooperation . Accurcay mainly depend upon the sincerity of the informents.

300 questionaires were distributed and received 256 responses . It can not be claimed that the inference is accurate. What can be said is that the inference is reasonable because the sample covers most of the areas of Aligarh city .

DIFFICULTIES FACED

It is very difficult to get the information from the respondents because of the hesitation showed by them in responding the questions regarding thair incomes and educational qualification. They also feel reluctant if a glaxy of question is put to them by a stranger . During survey discussion held with the respondents revealed that quite a few respondents were wary about the questionaire and the survey.

In many cases the respondents considered that the researcher is a representative of some company or incometax . Some of them reacted to this by asking the researcher to fill in the questionaire in his own handwriting on the bais of responses given by them. Others reacted by not cooperating at all.

LIMITATION OF THE SURVEY:-

1. The sample taken is not as large as desired for a detailed study . This study has not been widened mainly due to lack of time and money. However the sample taken from each sections served the purpose comprehensively.

2. The interviewers may be unable to convince in getting information in detail, Since surveying is very hard and difficult work , it may also happens that the interviewers get bored and become bais in collecting the informations .

3. Those consumers who have been using imported blades and shaving cream are not interviewed, besides this who shave their beared in Barber's shop were also excluded.

4. All those consumers who use blade only for shave purpose are interviewed .

5. In students category those receiving monthly income above Rs. 1000 are few in numbers.

QUESTIONAIRE DESIGN:

A questionaire is simply a formalised set of questiones for elivating information. It represents the most common form of measurement in marketing research.

A questionaire can . e studied to measure :-

(1) Behavior

(2) Demographic characterstics.

(3) Level of knowledge

(4) Attitude and opinions.

All the four areas are frequently measured by questionaire and often on the same questionaire. The type of error are influenced by the que-stionaire itself.

1. Surrogate information error can be a problem, if the researcher has not clearly defined the type of information needed to solve the managements problem. However, this is generally a problem in specifying the research problem, rather

than in designing the questionaire .

2. The questionaire design. can effect the response rate both the over all instrument and to specific items on the questionaire .

3. The most critical problem in questionaire construct on is measurement error .

Obviously , questionaire construction is of critical importance. Only in rare instances will sampling error produce distortions as extreme as those just described . Yet num-erous volume have been writeen on sampling techniques and relatively little on questionaire design.

Thus, questionaire design remains very much an art form. Ultimately a sound questionaire depends on common sense , concern of the respondents, a clear concept of the needed information and through pretesting. Prior to constructing the actual questionaire , the researcher must know exactly what information is to be collected from which respondent by what techaniques .

Questionaire for Consumer.

"Consumer behavior and brand preference for blades and shaving cream"

Dear Sir,

Your are requested to answer the following question s to the best of your knowledge , truth and feelings about the experience of making purchase decision for a particular brand of blade and shaving cream. The information supplied by you will strictly be used for academic purposes. Your feelings will remain anonymous and strictly confedential.

S.M.OZAIR
(Supervisor) .

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A.M.U. Aligarh.

Please carefully go throgh the questionaire and tick( ) the answer applicable to you.

BRAND A brand is a name, term,symbol or design or a combination of them which is intended to identify the goods or services of one seller/company or group of sellers/companies and to defferentiate them from those of competitors.

(1) Which of the following brand of blads you purchase.?

(a) Erasmic Super silver ( )

(b) Erasmic ( ) ( )

(c) Erasmic stainless supereme ( )

(d) Topaz stainless ( )

(e) New Swish stainless ( )

(f) Supper Swish ( )

(g) Supper Max S II ( )

(h) Savage ( )

(i) Panama supper silver stainless ( )

(j) Ashok stainless ( )

(k) Bharat ( )

(l) Centwin silver stainless( )

(m) Vincent su-per silver ( )

(m) Any other (please specify)......... ....

2. How have you selected your brand?

(a) By testing different brands( )

(b) Incidentally ( )

(c) Previous experience with the brand ( )

(d) Any other (Please specify)............

3) For how long have you been using this brand?

(a) Below 2 years ( ) (b) 2-4 years ( )

(c) 4-6 years ( ) (d) above 6 years ( )

4. Have you ever changed your brand?

(a) Yes( ) (b) No. ( )

4(a) If yes,why?

(a) Chang in price ( ) (b) Temporary shortage ( )

(c) Introduction of better brand ( )

(d) Any other (Please specify) ....

5. During temporary shortage do you go to other markets for your brand. Yes ( ) No ( )

6. Out of the fillowing factors of influence, to what extent your are influenced in the purchase decison of blade.

		Much	Less	Not at all
(a)	Relatives	.....	.....	.. ..
(b)	Advertisement	.....	......	....
(c)	Seller's advice	.....	....	;;;;.......

7. What do you understand about the claims made in advertisement?

(a) Extremly truthful ( ) (b) Some what truthful ( )

(c) Truthful ( ) (d) Misleading ( )

(e) Extemely Misleading ( )

(f) Neither truthful nor misleading ( )

(g) Do not know ( )

8. Does the price of the balds affect the choice of a particular brand?

(a) Yes ( ) (b) No. ( )

9. If the price of your brand increases in respect to other brand, would you switch over to other brands.

(i) If Yes, Why?

(a) Price goesup beyound your reach ( )

(b) Other brands become cheaper ( )

(c) Any other(Please specify)..................

(ii) If no, Why?

(a) other brands will not suit you ( )

(b) Slight price rise is neglegible ( )

10. Out of the follwing attributes of blade catagories them in order of your preference.

(a) Sharpedge ( ) (b) Longer life ( )

(c) Coating that give smooth shave ( )

SHAVING CREAM

(1) Do you use shaving cream ?

(a) Yes ( ) (b) No. ( )

(2) Which of the following brand of shaving cream do you purchase ?

(a) Erasmic Antispetic ( )(b) Eramic Lemon fresh ( )

(c) Erasmic Lime fresh ( ) (d) Palmolive de-lux lather( )

(e) Palmolive Lemon fresh( ) (f) Godreje ( )

(g) Old spice ( ) (h) Old spice lime fresh ( )

(i) Nevia ( ) (j) Lakme ( )

(k) Monarch ( ) (l) Cosmo ( )

(m) Pooja ( ) (n) Emami ( )

(o) Any other (Please specify).............

(3) Do other members of your family use the same brand as you use?

(a) Yes ( ) (b) No ( )

(4) Do you use blade and shaving cream of the same company.

(a) Yes ( ) (b) No ( )

(5) Which size of shaving cream you uswally purchase ?

(a) large ( ) (b) Small ( )

(

6 Have you ever changed your brand?

(a) Yes ( ) (b) No ( )

6(i) If yes , why?

(a) change in price ( ) (b) Temporary shortage ( )

(c) Introduction of better brands ( )

(d) Any other (Please specify) ....

7. Out of the follwoing factors of influence, to what extent you are influenced in the purchase decison of shaving cream.

	Much	Less	Not at all
(a) Relatives	.....	......	....
(b) Advertisement	...	......	....
(c) sellers advice	....	......	....

(8) Out of the following advertisment media to what extent you are influenced in the purchase of shaving cream.

	Great extent	Modrate extent	Slight extent	Not at all
News paper	......	....	.....	....
Magzines	....	......	......	....
Radio/T.V.	....	......	....	....
Cinema and others	.....	....	....	....

(9) What do you understand about claims made in advertisement?

(a) Extremly truthful ( ) (b) Some what truthful ( )

(c) Truthful ( ) (d) Misleading ( )

(e) Extremely misleading( ) (

(f) Neither truthful nor misleading ( )

(g) Do not know. ( )

(10) Does the price of the blade effect the choice of a particular brand?

(a) Yes ( ) (b) (No ( )

(11) If the price of your brand increases in respect to other brand would you switch over to less expensive brand.

(a) Yes ( ) (b) No. ( )

(12) In case, the price of your brand remain constant and the price of the other brands decreases slightly, would you swithch over to other brand.

(a) Yes ( ) (b) No ( )

13. Out of the following attributes of shaving cream categories them in order of your preference.

(a) Rich foam ( ) (b) Gliding action ( )

(c) Longer lasting lather ( )

(d) Scented with masculine freshness ( )

(e) Cream with antiseptic characteriistics ( )

"Following informations supplied by you would be very helpful in the final analysis of data. Please go ahead."

(1)(which represnt your age group ?

(a) Upto 25 years ( ) (b) 25-35 years ( )

(c) 35-45 years ( ) (d) 45-55 years ( )

(e) above 55 years ( )

(2) Educational level .. ..

(3) Profession:-

(a) Doctor( ) (b) Engineer ( ) (c) Teacher (

(d) Government Servants( )

(e) Any other (please specify) ....

(4) Monthly income (in Rs.)

(a) below Rs 1000 ( ) (b) 1000-1500 ( )

(c) 1500-2000 ( ) (d) Over 2000 ( )

Thank you for your time and patience in responding to these questions.

NAME ....

ADDRESS...............

....

....

ANALYSIS

AND

INTERPRETATION

ANALYSIS AND INTERPRETATION OF BLADE.

1. Which of the following brands of blade do you purchase, Refer Table No. 2 in appendices.

Out of 256 fespondents, 40.23 percent reported Topaz stainless as their favourite brands , while 10.55 percent Panama super silver stainless , 8.20 percent Erasmic super silver, 8.59 percent Savage , 9.76 percent Erasmic Stainless supereme, 4.29 percent New Swish stainless , 3.90 percent Erasmic and Centvin silver stainless each, 3.12 percent Super Swish , 2.34 percent Bharat , 1.17 percent each super Max SII , Ashok Stainless, Vincent super silver and 1.56 percent other brands.

In the income group below Rs. 1000 , 46.73 percent use Topaz stainless, 9.01 percent use Erasmic super silver, 2.46 persent use Erasmic, 9.01 percent use Erasmic stainless, supreme, 3.28 percent use New Swish stainless, 2.45 percent use Super swish , 4.09 percent use Savage, 0. 81 percent use Super Max S II, 9.01 percent use Panama super Silver, 1.63 percent use Ashok stainless , 3.28 percent use Bharat, 4.91 percent Centivin silver stainless, 0.81 percent use Vincent super silver and 2.46 percent use other brands.

IN THE income group Rs. 1000-1500, 40 percent of the respondents reported Topaz stainless. as their favourite brand , while 7.69 percent . Erasmic super silver, 6.15 percent Erasmic, 13.85 percent Erasmic Stainless supreme, 3.07percent New Swish stainless, 4.61 percent super swish, 9.23 percent Savage, 1.54 percent Super Max S II, 4.61 percent Panama Super Silver Stainless, 1.54 percent Ashok Stainless, 1.54 percent Bharat, 3.07 percent Centivin Silver stainless, 1.54 percent Vincent super silver and 1.54 percent reported other brands as their favourite brands

In the Income group Rs.1500-2000, 36.12 percent prefer to use Topaz Stainless, while 5.56 percent Erasmic super silver, 8.34 percent Erasmic, 8.34 percent Erasmic Stainless supreme, 8.34 percent New Swish stainless, 19.45 percent savag, 11.11 percent Panama Super Silver Stainless, 2.78 percent preferto use Centvine silver Stainless.

Those receiving monthly income above Rs. 2000, 21.22 percent reported Topaz stainless as their favourite brand, while 9.09 percent Erasmic super silver, 6.06 percent Erasmic Stainless Supreme, 6.06 percent New Swish Stainless, 6.06 percent super Swish, 12.13 percent Savage, 3.03 percent super Max SII, 27.28 percent Panama super silver stailess, 3.03 percent . Bharat, 3.03 percent

Gentiwin silver stainless, 3.03 percent Vincent super silver.

2. How have you selected your brand?

Refer to Table No.(3) in appendices

Of the total number of respondents, 65.23 percent selected their brand by testing different brands, 19.14 percent of the respondents selected their brands incidentally, 12.10 percent of the respondents selected their brand by having previous experience with the brand, and 3.51 percent of the respondents selected their brands by other methods.

In the incom group below Rs. 1000, 67.21 percent reported that they selected their brand by testing different brands, 16.39, percent selected their brand in the same income group incidentally while 14.75 percent reported that they selected their brand by having previous experience with the brands and 1.64 percent reported other medhods of selection of a particular brands.

In the income group Rs. 1000-1500, 70.77 percent respondents selected their brand by testing different brands of blade, 16.92 percent of the respondent reported that they selected their brands incidentally while the method of selection of 10.77 percent of the respondent having prevous experience with the brands and 1.53 percent reported other methods of selection.

In the income group over Rs. 2000,57.58 percent reported that they selected their brand by testing different brands of blade, 27.28 percent selected their brand incidentally, 9.09 percent of the respondent reported that they selected their brands by having previous experience with the brand, and 6.06 percent reported other methods of selection.

In the income group Rs. 1500-2000 , 55.56 percent selected their brand by testing different brands, 25 percent incendentally, 8.34 percent selected their brands by having previous experience with the brands and 11.11 percent used other methods of selection.

Refer table No.(5) in appendices

Brand wise analysis

Topaz stainless out of 256 percent respondents,40,23 percent use Topaz stainless.

68.93 percent of Topaz users selected their brand by testing different brands, 16.50 percent of Topaz users reported that they selected Topaz blade incidentally , 12.62 percent of the users reported that they selected Topaz blade by having previous experience with the brand and 1.94 percent of Topaz users reported other methods of selection.

Erasmic Super Silver

Out of 256 respondents, 8.20 percent use Erasmic super silver . Among them 61.90 percent of Erasmic super silver users selected Erasmic super silver by testing different brands , 19.04 percent of the respondents reported that they selected Erasmic Super Silver incidentally, 14.28 percent selected Erasmic super silver by having previous experience with the brands and 4.76 percent of Erasmic super silver users reported other methods of selection.

Erasmic

Out of 256 respondents, 3.90 percent use Erasmic, 60 percent of Erasmic users selected their brands by testing different brands , 10 percent of Erasmic users reported that they selected this brand incidentally and 30 percent of the Erasmic users reported selection of their brands by having previous experience with the brands.

Erasmic Stainless Supreme:-

Out of 256 respondents, 9.76 percent use Erasmic stainless supreme, 72 percent of Erasmic stainless supremusers selected their brand by testing different brands, 12 percent of Erasmic stainless supreme users selected incidentally, 8 percent of Erasmic Stainless supreme users selected their brands by having prevous experence with the brands and 8 percent of Erasmic stainless supreme users reported other methods of selection of their brands.

NEW SWISH STAINLESS

Out of 256 respondents, 4.29 percent use New Swish stainless, 63.64 percent of New swish stainless users selected their brand by testing different brands, 27.28 percent of New swishstainless users selected their brands incidentally and 9.09 percent of New Swish Stainless users reported that they selected their brandsby having previous experience with the brand.

SUPER SWISH

Out of 256 respondents, 3.12 percent use super swish, 37.5 percent of super swish user selected their brand by testing different brands, 50 percent of super Swish user selected their brand incidentally and 12.5 percent of super Swish users selected their brands by having previous experience with the brand.

SAVAGE out of 256 respondents , 8.59 percent use savage. 54,55 percent of Savage users selected thair brands by testing different brands, 31.81 percent of Savage users selected their brands incidentally, 4.54 percent of savage users reported that they selected their brand by having prévious experience with the brand, and 9.09 percent of Savage users reported other methods of selection of their brands.

SUPER MAX S II :-

Out of 256 respondents, 1.17 percent use Super Max SII. 33.34 percent of Super Max SII users selected their brand by testing different brands, 66.67 percent of Super Max SII users selected their brand incidentally .

PANAMA SUPER SILVER STAINLESS

Out of 256 respondents, 10.54 percent use Panama Super Silver stainless, 77.78 ,percent of Panama .S.S. Stainless users selected their brand by testing different brand , 11.11 percent of Panama S.S. Stainless users reported that they selected their brand incidentally and 11.11 percent of Panama S.S. Stainless users selected their brand by having previous experi nce with the brands

ASHOK STAINLESS

Out of 256 respondents, 1.17percents use Ashok stainless. 66.67 percent of Ashok stainless users selcted their brand by testing different brand. 33.34 percent of Ashok stainless users reported that they selected their brands by having previous experience with the brand.

BHARAT

Out of 256 respondents, 2.34 percent use Bharat. 33.34 percent of Bharat users selected their brand by testing different brands, 16.67 percent of Bharat users selected their brands incidentally and 50 percent of Bharat users selected their brandby havingprevious experience with the brand.

CENTWIN SILVER STAINLESS

Out of 256 respondents, 3.90 pe cent use centwin silver. 60.00 percent of CENTWIN SILVER STAINLESSusers selected their brand by testeing different brands ,30 percent of Centwin silver stainless users slected their brands incidentaly an 10percent of Centwin silver stainless users reported other methed of selection of their brands

VINCENT SUPER SILVER

Out of 256 respondents , 1.17 percent use Vincent supe silver. 66.67 percent of Vincent super silver users selected their brands by testing different brands while 33.33 pe cent of the vincent super silver users reported other mehod of selection of their brand.

OTHER BRANDS

Out of 256 respondents, 1.56 percent use other brands. 75 precents selected thier brands by testing differ nt.

(Contd)

brands and 25 percent reported that they have selected their brand incidentally .

3. For how long have you been using your brand?

Refer to table No.6 in appendices.

Of the total respondents, 22.26 percent are continuously using their brand for less than two years , 33.59 percent reported that they are continuing with their brand for more than 2 years but less than 4 years, 28.12 percents respondent were continou-ing with the brand for more than 4 years but less then 6 years, and 16.01 percent respondents were found using the same brand for more than 6 years .

Further break up of the data shows that in the income group below Rs. 1000, 27.87 reported that they have been using the same brand for less than 2 years, 43.45 percent of the respondents were found using the same brand of blade for more than 2 years but less than 4 years, 18.03 percent of respondents reported that they were continuing with the same brand of blade for more than 4 years but less than 6 years and 10.65percent of respondents reported that they were using the same brand for more than 6 years.

In the income group Rs. 1000-1500 percent of the respondents reported that they have been using the same brand for less than 2 years, 29.24 of the respondent were found using the same brand for more than 2 years but less than 4 years, 36 .92 percent of the respondents reported that they are continuing with the same brand of blade for more than 4 years but less than 6 years and 18.46 percent of the respondent reported that they were using the same brand for more than 6 years.

In the income group Rs. 1500 -2000 , 16.66 percent of the respondents reported that they have been using the same brands for less than 2 years, 19.45 percent of the respondents were found using the same brand for more than 2 years but less than 4 years , 38.88 percent of the respondents reported that they were continuing with the same brand of blade for more than 4 years but less than 6 years and 25 percent of the respondents reported that they were using the same brand for more than 6 years.

In the income group above Rs. 2000, 21.21 percent of the respondents reported that they have been using the same brand for less than 2 years, 21.21 percent of the respondents were found using the same brand for more than 2 years but less than 4 years , 36.37 percent of the respondents reported that they were continuing with the same brand of blade for more than 4 years but less than 6 years and 21.29 percent of the respondents reported that they were using the same brand for more than 6 years.

Refer to Table No. 7 in appendices

STUDENTS Further break up of data on the basis of profession shows that 32.22 percent of students were continuing with the same brand for less than 2 years , 45.56 percent of the students for more than 2 years but less than 4 years, 15.56 percent students for more than 4 years but less than 6 years and 6.66 percent students were using the same brand for more than 6 years.

TEACHERS

11.11 percent teachers were found using the same brand for less than 2 years, 31.11 percent teachers for more than 2 years but less than 4 years, 35.56 percent for more than 4 years but less than 6 years and 22.23 percent teachers were found using the same brand for more than 6 years.

BUSINESSMEN

26.67 percent businessmen were found continuing with the same brand for less than 2 years , 24.45 percent for more than 2 years but less than 4 years,33.34 percent for more than 4 years but less than 6 years and 15.56 percent were found continuing with the same brand for more than 6 years.

GOVERNMENT SERVANTS

13.95 percent government servants were found continuing with the same brand for less than 2 years , 32.56 percent for more than 2 years but less than 4 years ,32.56 percent for more than 4 years but less than 6 years and 20.93 percent were found continuing with the same brand of blade for more than 6 years.

DOCTORS

16.67 percent of doctors were continuing with the same brand for less than 2 years,27.78 percent for more than 2 years but less than 4 years,33.34 percent for more than 4 years but less than 6 years and 22.23 percent were found using the same brand for more than years.

ENGINEERS

13.34percent Engineers were found using the same brand for less than 2 years , 6.67 percent Engineers for more than 2 years but less than 4 years, 46.67 percent for more than 4 years but less than 6 years and 33.34 percent were found using the same brand for more than 6 years

4. Have you ever changed your brand?

Refer to table No. 8 in appendices

Out of 256 respondents 73.05 percent respondents reported that they had changed their brand while 26.95 percent reported that they had not changed their brand.

Of the total respondents who have changed their brand 48.12 percent belonged to the income below Rs. 1000, 26.74 percent belong to income group Rs. 1000-1500, 12.84 percent belonged to the income group Rs. 1500-2000 and 12.29 percent belonged to the income group above Rs. 2000.

Of the total number of respondents who have not changed their brand 46.37 percent belonged to the income group below Rs. 1000, 21.74 percent beloged to the income group Rs. 1000-1500, 17.39 percent belonged to the income group Rs. 1500 -200 and 14.49 percent belonged to the income group above Rs. 2000.

Income Group below Rs 1000

In this category of income group 73.78 percent have changed thei brand while 26.22 percent have not changed their brnad.

Rs. 1000-1500

76.93 percent of the respondents in this category have changed their brnad while 23.07 percent have not changed their brand.

Rs.1500-2000

66.67 percent of the respondent in this income group have changed their brand while 33.34 percent have not changed their brand.

Over Rs.2000

69.69 percent of the respondents in this category have changed their brand while 30.30 percent reported. that they have not changed their brand.

4(a) If Yes, Why?

Refer to Table No.10 in appendices

Out of 256 respondents, 187 reported that they have changed their brand. Of the total 187 respondents., who accepted that they have changed their brand, 14.97 percent changed their brand due to changein price , 48.66 percent due to temporary shortage, 34.22 pe cent due to introduction of better brands and 2.13 percent chaged their brand under the influences of other causes.

(Contd)

Further break up of data reveals.

Change in Price

Of the total respondents who changed their brand due to change in price, 57.14 percent belonged to the income group below Rs. 1000, 28.58 percent in the income group Rs. .1000-1500, 7.14 percent in the income group Rs. 1500-2000 and 7.14 percent of the respondents belongs to the income group over Rs. 2000.

Temporary Shortage

Of the total respondents who changed their brand due to temporary shortage, 47.25 percent belonged to income group below Rs. 1000, 23.07 percent belonged to income group Rs. 1000-1500 , 12.08 percent in the income group Rs. 1500 -2000 and 17.58 percent in the income group over Rs. 2000.

Introduction of better brands.

Of the total respondents who changed their brand due to introduction of better brands, 45.31 percent belonged to income group below Rs. 1000,29.68 percent in the income gropu Rs. 1000-1500,17.18 percent in the income group Rs. 1500-

2000 and 7.81 percent in the income group over Rs. 2000.

<u>other Causes</u>

Of the total respondents who changed their brand due to other causes, 50 percent belonged to the income group below Rs. 1000 and 50 percent in the income group Rs. 1000-1500 and there was not a single respondents in the income group Rs. 1500-2000 and income group over Rs. .2000 who changed their brand due to other causes.

<u>Income wise break -up</u> <u>Refer to table no 10</u>

<u>Income group below Rs. .1000</u>

Of the total respondents who changed their brand in the income group below Rs. 1000, 17.73 percent changed their brand due to change in price , 47.77 percent due to temporary shortage, 32.22 percent due to introduction of better brand and 2.23 percent due to other causes.

<u>Income group Rs. 1000-1500</u>

Of the total respondents who have changed their brand in the income group Rs. 1000-1500 , 16 percents changed their brand due to change in price,42 percent due to temporary shortage , 38 percent due to introduction of better brand and 4 percent due to other causes.

Income group Rs. 1500-2000

Of the total respondents who have changed their brand in the income group Rs. 1500-2000, 8.34 percent changed their brand due to change in price, 45,84 percent due to temporary shortage, 45.84 percent due to introduction of better brand.

Income group over Rs. 2000

Of the total respondents who have changed their brand in the income group over Rs. 2000 , 8.69 percent have changed due to change in price, 69.56 percent due to temporary shortage and 21.74 percent due to introduction of better brand.

Refer Table (11) in appendics

Profession wise break up.

STUDENTS

Of the total number of students who have changed their brand, 11.47 percent changed it due to change in price, 50.81 percent due to temporary shortage, 34.42 percent due to introduction of better brand, and 3.27 percent reported other causes.

TEACHERS

Of the total number of teachers who switched over other brands, 11.42 percent changed it due to change in price 60 percent due to temporary shortage, 25.71 percent due to introduction of better brand and 2.85 percent reported due to other causes.

BUSINESSMEN

Those businessmen who have changed their brand, 12.12 percent changed it due to change in price, 54.55 percent due to temporary shortage, 33.34 percent due to introduction of better brand and there was not a single businessmen who changed their brand due to other causes.

GOVERNMENT SERVANTS

Of the total number of respondents who have changed their brand, 26.82 percent reported due to change in price, 34.15 percent due to temporary shortage. and 36.58 percent due to introduction of better brand and 2.43 percent reported due to other causes.

DOCTORS

Those Doctors who have changed their brand, 25.percent

Changed their brand due to change in price, 37.5 percent due to temporary shortage, 37.5 percent due to introduction of better brand, there was no one in this ~~income group who~~ changed their brand due to other causes.

ENGINEERS

Those Engineers who have changed their brand, there was not a single Engineers who switched over to other brands due tochange in price while 44.45 percent chaged their brand due to temporary shortage and 55.56 percent due to introduction ofbetter brand but no Engineers have changed their brnad due to other causes.

5. During temporary shortage do you go to other markets for your brand.

Refer to table No 14 in appendices

(a) Yes

Of 256 respondents 72(79.12%) of the consumer go to other markets for their own brnads during temporary shortage in their own locality. Amongthem 17 are the buyers of Topaz stainless, 11 panama super silver stainless, 9 Erasmic stainless supreme, 7 Savagel, 6 Centvin Silver stainless, 5 Bharat, 4 Erasmi super silver, 3 Vincient super silver, 3 New Swish Stainless, 2 Erasmic, 2 other brands, 1 Super swish, 1 Super Max II, 1 Ashok Stainless.

(Refer Table no14) Of 79.12 percent, 23.61 percent buyers buy Topaz stainless, 15.28 percent panama super silver stainless, 12.5percent Erasmic

Stainless supreme, 9.73 percent Savage, 8.34 percent Centivin Silver Stainless, 6.95 percent Bharat, 5.56 Erasmic Super Silver, 4.17 percent Vincent super silver, 4.17 percent New Swish stainless, 2.78 percent Erasmic, 2.78 percent other brands, 1.39 percent Ashok Stainless, 1.39 percent super Max SII and 1.39 percent Super Swish. users go to other markets.

Further analysis of the data shows that 77.28 percent of total Topaz stainless users, 100 percent Erasmic Super Silver users, 66.67 percent of Erasmic, 81.82 percent of Erasmic stainless supreme, 75 percent of New Swish stainless 33.34 percent of super Swish , 87.5 percent of Savage users, 50 percent of super Max S II , 78.57 percent of panama super silver stainless, 100 percent of Ashok Stainless , 83.34 percent of Bharat, 75 percent of Centvin Silver Stainless, 100 percent of vincant super silver, and 100 percent of other brands users go to other markets in search of their own brands during temporary shortage in their local markets.

(b) No

Refer to table No. 14 in appendices

Of 256 respondents 21(20.87%) do not go to other markets during temmpoary shortage of their own brands in the local markets. Among them 5 Topaz stainless 3 panama super silver stain less, 2 super swish 2 Erasmic Stainless Supreme, 2 Centvin Saliver stainless, 1 Erasmic, 1 New Swish stainless, 1 Savage, 1 super Max SII, 1 Bharat and rest of the brand users do not go to other markets in search of their own brands.

Refer to Table no 14

Of 20.87 respondents who reported that they do not go to other markets in search of their own brand, 23.80 percent of them are Topaz stainless users, 14.29 percent Panama Super silver Stainless, 9.53 percent Erasmic Stainless supereme 9.53 percent Super Swish, 9.53 percent Centvin Silver Stainless, 4.76 percent Erasmic, 4.76 New Swish stainless , 4.76 percent Savage users, 4.76 percent Super Max S II and 4.76 percent of Bharat users reported that they do not go to other markets in search of their own brands. Further analysis of data shows that 22.73 percent of total Topaz Stainless users, 66.67 percent super Swish users, 33.34 percent Erasmic, 50 percent super Max S II, 25 percent New Swish stainless, 25 percent Centvin silver Stainless, 21.43 percent Panama Super Silver Stainless, 18.19 percent Erasmic Stainless supreme, 16.67 percent Bharat, 12.5 percent Sevage users and rest of the brand users reported that they do not go to other markets in search of their own brands during

During temporary shortage in their local markets.

7. What do you think about the claims made in advertisement?

Refer to table No.15 in appendices.

Out of 256 respondents 10.93 percent believe that claims made in advertisement are extremely truthful, 36.32 percent believe it some what truthful, 39.45 percent believe it truthful, 1.95 percent believe it misleading, 0.78 percent believe it extremely misleading 7.42 percent believe it neither truthful nor misleading and 3.12 percent do not have any opinion.

(Contd)

Extremely truthful

Of the total respondents who believe that claims made in advertisement are extremely truthful,42.85 percent belonged to the income group below Rs. 1000, 25 percent belonged to the income group Rs. 1000-1500, 14,28 percent belonged to the income group Rs. 1500-2000 and 17.85 percent belonged to the income group, over Rs. 2000.

Some what truthful

Of the total respondents who believe that claims made in advertisement are some what truthful, 46.23 percent belonged to the income group below Rs. 1000, 23.65 percent were in the income group Rs. 1000-1500, 13.98 percent in the group Rs. 1500.200 and 16.13 percent in the income group over Rs. 2000.

Truthful

Of the total number of respondents who believe that claims made in advertisement are truthful, 44.56 percent belonged to the income group below Rs. 1000, 30.69 percent were in the income group Rs. 1000-1500, 13.86 percent in the income group Rs. 1500-2000 and 10.89 percent in the income group over Rs. 2000.

Misleading.

Of the total respondents who believe that claims made in advertisement are misleading, 80 percent were in the income group below Rs. 1000, 20 percent each were in the income group Rs. 1000-1500.

Extremely misleading

Of the total respondents who believe that claims made in advertisment are extremely misleading, 100 percent belonged to the income group below Rs. 100, and no respondents of other income groups gave any comments on the claims made in advertisements.

Neither truthful nor misleading.

Of the total respondents who believe that claims made in advertisement are neither truthful nor misleading 68.42 percent belonged to the income group below Rs. 1000, 10.52 per ent belonged to the income group Rs. 1000-1500, 15.79 percent were in the income group . Rs.1500-2000, and 5.26 percent belonged to the income group over Rs. 2000.

Do not know

Of the total respondents who haveno opinion about the claims made in advertisement, 37.5 percent belonged to the income group below Rs. 1000,25percent belonged to the income group Rs1000-1500 and 25 percent in the income group Rs.1500-2000 and12.5 percent in the income group over Rs.2000.

8. Does the price of the blade effect the choice of a particular brand.

Yes ( ) No ( )

Refer to table No.(17) in appendices

Out of 256 respondents, 29.69 percen s accepted that the price the of the different brands of balde influenced the choice of a particular brand, while 70.31 percent of respondents reprted that the price of the blade have no impact over the choice of a particular brnad of blade.

Income wise Analysis

Further break up of the data shows that in the income group less than Rs.1000,32.79 percent felt the impact of price in the choice of a particular brand of balde, while 67.21 percent felt that there was no impact of price on choice.

In the income group Rs.1000-1500 ,29.24 percent felt the impact of price while 70.77 percent felt no impact of price over the choice of a particular brand of blade.

In the income group Rs.1500-2000, 27.78 accepted that there was influence of price on thechoice of a particular brand while 72.23 percen percent felt that there was no influence ofprice on the choice.

of price on choice.

In the income group over Rs. 2000, 21.21 percent felt the impact of price while 78.79 percent felt no impact of price over the choice of a particular brand.

Profession wise Analysis

Refer to table No. 18 in appendices

Of the total number of respondents who felt the impact of price over the choice of a particular brand, 39.47 percent were students, 14.47 percent were teachers, 19.73 percent were Businessmen, 15.79 percent were Government servants 3.95 percent were doctors, and 6.58 percent were Engineers.

Of the total number of respondents who reported no impact of price over the choice of a particular brand of blade, 33.34 percents were students, 16.12 percent were teachers, 18.89 percent were Businessmen, 17.23 percent were Government servants, 8.34 percent were doctors and 5.56 percent were Engineers.

STUDENTS.

33.34 percent students felt the impact of price over the choice of a particular brand while 66.67 percent felt no impact of price.

TEACHERS

24.45 percent teachers reported the impact of price over the choice of a particular brand of blade while the rest 75.56 percent reported no impact of price.

BUSINESSMEN

33.34 percent businessmen accepted that price have imfluence over the choice while 66.67 peported no impact of price over the choice of a particuular brand of blade .

GOVERNMENT SERVANTS

27.90 percent felt influence of price while 72.09 percent felt no influence of price over the choice of a brand of blade.

DOCTORS

16.67 percent felt the impact of price over the choice of brand while 83.34 percent felt no impact of price over the choice of a particular brand of blade.

ENGINEERS.

33.34 percent Engineers felt influence of price while 66.67 percent felt no influence of price over the choice of a brand of blade.

Refer to table no. 19 in appendices

Brand wise Analysis

Of the total number of respondents who felt the impact of price on the choice of a particular brand of blade , 22.37 percent were Savage blade users, 19.74 percent were , Erasmic Super silver users, 28.95 percent were Topaz Stainless super silver users , 28.95 percent were Topaz Stainless users 2.63 percent were Centivin silver Stainless, 7.89 percent were Erasmic Stainless Supreme, 6.58 percent were Panama Super Silver Stainless users, 2.63 percent were super Swish users, 3.95 percent were Vincent super silver users , and 1.31 percent were other brands users, 3.95 percent New Super Swish users .

Of the total number of respondents who felt that price has no influence, 45 percent were Topaz Stailess users, 12.23 perCent were Panama super Silver Stainless 10.56 , perc et were Erasmic Stainless supreme users, 5.56 percent were Erasmic users, 4.45 percent were New Super Swish stainless users , 3.34 percent were Erasmic super silver users, 3.34 percent were Bharat users, 2.78 percent were Savage users, 1.67 percentswere Super Max S II, Ashok Stainless, . .

and other brands users (each), 3.34 percent were super swish users and 4.45 percent Centvin silver Stainless users

TOPAZ STAINLESS

21.36 percent Topaz users accepted that there was influence of price over the choice of the brand while 78.64 percent felt no impact of price over the choice of brand

ERASMIC SUPER SILVER

71.43 percent of the Erasmic super silver users accepted the impact of price while 28.57 percent reported no impact of price over the choice of the brand.

ERASMIC

o.o percent of the Erasmic users felt the influence of price over the choice while 100 percent reported no impact of price over the choice of the brand.

ERASMIC STAINLESS SUPREME

24 percent of this brand users reported that the price had no influence over the choice of the brand while 76 percent believed that there was no influence over the choice of the brand.

NEW SWISH STAINLESS

27.28 percent of New super swish users felt impact of price over the choice of a particular brand of blade while 72.73 percent felt no impact of price over the choice of a particular brand of blade.

SUPER SWISH

75 percent of Super Swish users felt no influence of price over the choice while 25 percent reported impact of price over the choice.

SAVAGE

77.28 percent of savage users felt the impact of price over the choice of brand while 22.73 percent felt no influence of price over the choice.

SUPER MAX S II

0.0 percent of this brand users reported impact of price over the choice of brand while 100 percent felt no influence of price over the choice of brand.

PANAMA SUPER SILVER STAINLESS

18.52 percent of this brand users felt the impact of price over the choice of brands and 81.48 percent reported no influence of price over the choice of brand.

ASHOK STAINLESS

0.0 percent of Ashok Stainless users repor ted infl-uence of price over the choice of brand while 100 percent felt no impact of price over the choice.

BHARAT

0.0 percent of Bharat users felt impact of price over the choice of brand while 100 percent of the users reported no influence of price over the choice of brand.

CENTIVIN SILVER STAINLESS

20 percent of this brand felt impact of price over the choice of brand while 80 percent reported no influence of price over the choice of brand.

VINCENT SUPER SILVER

100 percent of Vincent super Silver users felt impact of price over the choice of brand while o.0 percent felt no impact of price over the chooce of brand.

OTHER BRAND.

25 percent of other brand users reported the impoact of price over the choice while 75 percent reported no impact price over the choice of the brand of blade.

9. <u>If the price of your brand increases in respect to other brandswould you switch over to other brands.</u>

<u>Refer to table No. 20 in appendices</u>

Out of 256 respondents, 17.19 percent reported that they will switch over to other brands if the price of their brand increases while 82.81 percent will not change their brand, will stick to their own brands either the price of their own brand increases or decreases.

9. (A) <u>If Yes Why?</u>

<u>Refer to table No. 22 in appendices.</u>

(Contd)

Of the total respondents 43.19 percent of them reported that they will switch over to other brands as price goes up beyond reach, 54.55 percent will change their brand due to fall in the price of other brand i.e. other brand become cheaper and 2.28 percent of the consumers of blade will substitute their brand for others due to other reasons.

INCOME WISE ANALYSIS

Further analysis of the data on the basis of income shows that 64 percents of the blade users who will change their brand as price goes up beyond reach belongs to the income group below Rs. 1000, 36 percent of them below Rs. 1000 income group will change their brand as other brand become cheaper.

In the income group Rs. 1000-1500, 75 percent consumers of blade reported that they will change their brand as other brand become Cheaper, 16.67 percent of the Rs. 1000-1500 income groups will changeas price goes up beyond their reach and only 8.34 percent will change due to other reasons.

In the income groups Rs. 1500-2000, 80 percent of the blade users will change their brand as other brand become cheaper and only 20 percent of this income groups will change due to price go up beyond reach.

In the income group above Rs. 2,000, percent 100 will change their brand as other brand become cheaper.

Further break up of the data shows that those consumers of blade who will change their brand due to price go up beyond their reach 84.21 percent of them belongs to income group below Rs. 1,000, 10.52 percent belongs to the income groups Rs. 1,000-1,500, 5.26 percent comes in the income group Rs. 1,500-2,000 and no one of the income groups over Rs. 2,000 will change due to this reason.

Of the total respondents who will switch over to other brands as other brand become cheaper, 37.5 percent of them belongs to the income groups below Rs. 1,000, 37.5 percent of the income groups Rs. 1,000- 1,500, 16.67 percent to the income groups Rs. 1,500-2,000 and 8.34 percent belongs to the income group over Rs. 2,000.

Of the total respondents who will switch over to other brand due to other reasons, 100 percent of them belongs to the income groups Rs. 1,000- 1,500.

9(ii) If No Why Of the total number of respondents who reported that they will not change their own brand if the price of their brand increases in respect to other brands, 76.89 percent reported that they will not change their own brand as other brand will not suit us and 23.11 percent will not substitute for other brands as slight. Price rise is neglegible to them.

INCOME WISE ANALYSIS

Refer to table No. 22 in appendices.

Further analysis of the data on the basis of income groups reveals that 72.16 percent of blade consumers will not change their brand as other brand will not suit them belongs to the income group below Rs. 1000, 27.83 percent of the below Rs. 1000 income group will not switch over to other brands as slight price rise of their own brand is neglegible to them.

In other income groups Rs. 1000-1500, 77.36 of the blade users reported that they will not change their own brand as other brand of blads will not suit them, and 22.64 percent of this income group will not substitute their own brand for other brands of blade as slight price rise of their brand is neglegible to them.

In the income groups Rs. 1500-2000, 80.65 percent will not change their brand as other brands of blade will not suit to them and 19.35 percent of this income group are not influenced by slight price rise of their own brand.

87.09 in the income group over Rs. 2000 percent of the blade consumers reported that they will not change their own brand as other brand will not suit them and 12.90 percent users of this income groups are not switch over to other brands of blade as Slight price rise is neglegible to them.

Further break up of the data shows that those blade users who will not change their own brand due to the fact that other brand of blades will not suit them, 42.94 percent of them belongs to income group below Rs. 1000, 25.16 percent comes in the income group Rs. 1000-1500, 15.34 percent of the income groups Rs. 1500-2000 and 16.56 percent belongs to the income group over Rs. 2000. Of the total respondents who will not substitute their own brand for other brands as Slight price rise of their own brand is negelgible to them, 55.10 % of the blade consumers belongs to the income group below Rs. 1000, 24.49 percent of the income group Rs. 1000-1500, 12.25 percent comes to the income group Rs.1500-2000 and 8.16 percent belongs to the income group over Rs.2000.

10. Ranking of attributes

Refer to table no. 24 in appendices

FIRST RANK

Out of 256 respondents, 56.25 percent of the consumers gave their first rank to coating that gives smooth shave followed by 26.17 percent to sharp edge and 17.57 percent to longer life.

SECOND RANK

51.57 percent of the consumers gave their first rank to sharp edge followed by 30.07 percent to coating that gives smooth shave and 18.35 percent to longer life.

THIRD RANK

64.06 percent of the respondents gave their third rank to longer life followed by 22.26 percent to sharp edge and 13.67 percent to coating that gives smooth shave.

On the basis of these ranking of attribuits coating that gives smooth shave emerged as most sought and important one followed by sharp edge and the longer life.

Ranking of Attributs that influence brand choice.

This includs the ranking of first three important attributs as first , second and third from each respondents.

The analysis in-corporates ranking of attributes by respondents belonging from different professional groupes.

PROFESSIONAL GROUPS.

Refer to table no. 25 in appendices.

First rank:- First ranking of attributs of the professional groups constituted coating that gives smooth shave 56.25 percent followed by sharp edge 26.17 percent and 17.57 percent longer life.

Further enalysis of the first rank of attributes Sought by professional groups shows that among students coating that gives smooth shave constituted 63.34 percent followed by sharp edge 22.23 percent and longer life 14.45 percent.

Among teachers coating that gives smooth shave constituted 68.89 percent followed by sharp edge 20 percent and longer life 11.12 percent.

Among Businessmen coating that gives smooth shave constituted 44.45 percent followed by sharp edge 28.89 percent and longer life 26.67 percent.

Among government servants coating that gives smooth shave constituted 41.86 percent followed by sharp edge 32.56 percent and longer life 25.58 percent.

Among Doctors coating that gives smooth shave constituted 55.56 percent followed by sharp edge 33.34 percent and longer life 11.11 percent. Among Engineers coating that gives smooth shave constituted 53.34 percent followed by sharp edge 33.34 percent and longer life 13.34 percent.

SECOND RANK

Refer to table No. 26 in appendices

Second rank of attributes of the various professional groups constituted coating that gives smooth shave 30.07 percent followed by sharp edge 51.57 percent and longer life 18.36 percent.

Further analysis of second rank of attributs sought by the above professional groups shows that among students coating that gives smooth shave constituted 24.45 percent followed by sharp edge 56.67 percent and longer life 18.89 percent

Among teachers coating that gives smooth shave constituted 24.45 percent followed by sharp edge 60 percent and longer life 15.56 percent .

Among Businessmen coating that gives smooth shave constituted 35.56 percent followed by sharp edge 44.45 percent and longer life 20 percent.

Among government servants coating that gives smooth shave constituted 37.20 percent followed by sharp edge 44.18 percent and longer life 18.60 percent.

Among doctors coating that gives smooth shave constituted 38.89 percent followed by sharp edge 44.45 percent and longer life 16.67 percent.

Among Engineers coating that gives smooth shave constituted 33.34 percent folloed by sharp edge 46,67 percent and longer life 20 percent.

THIRD RANK

Refer to table No. 27 in appendices

Third rank of attributes among professional groups constituted longer life 64.06 percent followed by sharp edge 22.66 percent and coating that gives smooth shave 13.67 percent.

Further analysis of third rank of attributes sought by the above professional groups shows that among students longer life constituted 66.67 percent followed by sharp edge 21.12 percent and coating that gives smooth shave 12.23 percent.

Among teachers longer life constituted by 73.34 percent followed by sharp edge 20 percent and coating that gives smooth shave 6.67 percent.

Among businessmen longer life constitued 53.34 percent followed by sharp edge 26.67 percent and coating thatgives smooth shave 20 percent.

Among Government Servant longer life constituted 55.81 percent follwed by sharp edge 23.26 percent and coating that gives smooth shave 20.93 percent.

Among Doctors longer life constituted 72.23 percent followed by sharp edge 22.23 percent and coating that gives smooth shave 5.86 persent.

Among Engineers , Longer life constituted 66.67 percent followed by sharp edge 20 percent and coating that gives smooth shave 13.34 percent.

SHAVING CREAM

ANALYSIS AND INTERPRETATION OF DATA

1. Do you use shaving cream.

Refer to table no.29 in appendices.

Out of 256 respondents 197 were found to be using shaving cream while 59 repondents reported that they do not use shaving cream.

Refer Table No. 29 in appendices.

Of the total respondents 76.95 percent use shaving cream while 23.05 percent reported that they do not use shaving cream.

Further breakup of the data on income wise (with refer to table no.28 in appendices)

Of the total respondents in the income group below Rs. 1000 , 72.95 percent use shaving cream and 27.05 percent do not use shaving cream .

Of the total respondents in the income group Rs. 1000 -1500 , 76.93 percent use shaving cream while 23.08 do not use it.

Of the total respondents in the income group Rs. 1500-2000 , 80.56 percent reported that they use shaving cream while 19.45 percent do not use it.

Of the total respondents in the income group over Rs. 2000 , 87.88 percent use shaving cream while 12.12 percent do not use it.

Profession wise break up of data

Refer to table no. 29 in appendices.

STUDENTS

Of the total respondents belonging to this profession 80 percent use shaving cream and 20 percent do not use it.

TEACHER

Of the total respondents 75.56 percent of the teachers reported that they use shaving cream while 24.45 percent do not use.

Businessmen

The respoeses under this professional group is same as under teachers.

GOVERNMENT SERVANTS

Of the total respondents 62.79 percent use shaving cream while 37.21 percent do not use it.

DOCTORS

Of the total respondents 94.45 percent of the doctors use shaving cream while 5.56 perdent do not use it.

ENGINEERS

Out of total 15 respondnets 86.67 percent reported that they use shaving cream while 13.34 do not use shaving cream.

2. Which of the following brand of shaving cream do you purchase.

Refer to table no.30 in appendices

Out of 197 respondent who use shaving cream ,24.37 percent reported Godreje as their favourite brand while 19.79 percent Erasmic Antiseptic,18.78 percent Palmolive lemon fresh, 13.71 percent palmolive delux lather 3.56 percent old spice, 3.56 percent Nevia, 3.05 percent Lakme, 3.05 Emami, 2.03 percent Erasmic lemon fresh, 2.03 percent Monarch 2.03, percent Pooja, 1.53 percent old spice Lime fresh.

1.01 percent Cosmo

0.50 Erasmic lime fresh and 1.01 percent other brands.

In the income group below Rs. 1000, 21.35percent used Godraj, 19.10 percent use Erasmic Antiseptic , 14.60 percent palmolive lemon fresh, 13.48 percent polmolive delux lather, 6.75 percent Emami ,5.62 percent Neviea, 3.37 percent lakmee, 3.37 percent Monarch 3.37 percent Pooja 2.25 percent Erasmic Lemon fresh 2.25 percent Cosmo, 1.13 percent Erasmic lime fresh, 1.13 percent old spice lime fresh, and 2.25 percent other brands.

In the income group Rs. 100-1500 ,26 percent use polmolive lemonfresh , 22 percent use Godreje, 18 percent Erasmic Antiseptic, 16 percent Palmolive delux lather, 8 percent old spice, 2 percent old spice lime fresh, 4 percent Nevia ,2 percent Monarch, 2 percent Pooja.

In the income group Rs. 1500-2000 , 31.04 percent prefer to use Godreje, while 20.69 percent Erasmic Antiseptic ,20.69 percent Palmolive Lemon fresh, 17.24 percent use palmolive delux lather, 3.45 percent Erasmic Lemon fresh, 3.45 percent old spice, 3,45 percent use odl spice lime fresh.

Those receiving monthly income above Rs. 2000, 31.04 percent reported Godreje as their favourite brand, 24.14 percent Erasmic Antiseptic .17.24 percent Palmolive Lemon fresh, 10.35 percent Lakme, 6.89 percent Palmolive delux Lathor, 6.89, percent old spice and . 4.8 percent use Erasmic Lemon fresh.

Profession wise break up of the data

Refer to table no. 31 in appendices:-

STUDENTS

Further break up of the data on the basis of profession shows that 27.78 percent of the students preferto use Goodreje shaving cream, 15.29 percent palmolive Lemon fresh, 12.5 percent Erasmic Antiseptic, 12.5 percent palmolive delux lather, 6.95 percent Emami , 5.56 percent Nevia , 4.17 percent lakme, 4.17 percent pooja, 2.78 percent Erasmic lemon fresh, 2.78 percent Monarch, 1.39 percent old spice 1.39 percent old spice lime fresh and 2.78 percent use other brands.

TEACHERS. 29.41 percent teachers were found using palmolive Lemon fresh, 26.47 percent use Godreje, 17.65 percent use Palmolive delux lather, 11.77 percent Erasmic antiseptic, 8.83 percent old spice and 5.89 percent reported ErasmicLemon fresh as their favourite brand.

BUSINESSMEN

32.35 percent of their reported Erasmic Antiseptic as their favourite brand23.53 percent Godreje, 17.65 percent Palmolive Lemon fresh, 8.83 percent Palmolive delux lather and 2.94 percent of each Erasmic lime fresh, old spice, Nevia, Lakme, Monarch, and Emami brands are to be used by Businessmen.

GOVERNMENT SERVANTS.

29.63 percent of the Government Servants reported Erasmic antiseptic as their favourite brand, 25.93 percent use Godreje, 22.23 percent palmolive lemon fresh, 14.81 percent palmolive delux lather , 3.70 percent use Nevia and also 3.70 percent use Cosmo brands of shaving cream.

DOCTORS

29.41 percent of the respondent under this profession reported Erasmic Antiseptic as their favourite brand , 23,53 percent Palmolive delux lather, 17.65 percent palmolive lemon fresh, 11.77 percent Godreji, 5.88 percent old spice, and old spice Lime fresh each and 5.88 percent use lakme brand.

ENGINEERS

15.39 percent of the Engineers were found to be using Erasmic Antiseptic , also 15.39 percent use Godreje , 7.69 percent of each use palmolive delux latheir Palmolive lemon fresh, old spice, old spice lime fresh, Nevia , Lakme, Monarch, Cosmo and Pooja brand of shaving creams.

3. Do other members of your family use the same brand of shaving cream as you use.

Refer to table No. 32 in appendices

Out of 197 respondents 60.41 percent reported that other members of the family were using the same brand which they use while 39.59 percent reported that the other members of the family do not use the same brand as they use.

Income wise Analysis

Income group below Rs. 1000

In this income group 61.79 percent of the respondents reported that other members of the family were suing the same brand of shaving cream while 38.20

percent of the respondents reported that other members of the family were not using the same brand.

Income group Rs. 1000-1500

In this income group 58 percent of the respondents reported that other family members where using the same brand as they use while 42 percent reported that other members of the family do not use the same brand of shaving cream.

Income group Rs. 1500 -2000

In this group 55.17 percent of the respondents reported that other family members were using the same brand and 44.82 percent reported that other members of the family were not using the same brand. of the shaving cream.

INcome group over Rs. 2000

In this group 65.51 percent of the respondents reported that the other members of the family were using the same brand as they use while 34.48 percent reported that other members of the family do not sued the same brand of shaving cream as they use.

4. Do you use blade and shaving cream of the same company.

Refer to table no. 61 and 62 in appendices.

Of the total respondents, 16.24 percent of them reported that they use blade and shaving cream of the same company, while 83.76 percent do not used both blade and shaving cream of the same company.

Further brek up of the data on the basis of income

Refer to table no. 61 in appendices.

Of the total res_ondents 16.85 percent of the respondent below Rs. 1000 income group use blade and shaving cream of the same company while 83.15 percent in the same income group do not use both of the same company .

In the income group Rs. 1000-1500 , 18 percent use blade and shaving cream of the same company but 82 percent were found t o be not using both of different company.

Of the total respondetns in the income group Rs. 1500-2000, 17.24 percent were found to be using blade and shaving Cream of the same company while 82.76 percent reported that they do not use blade and shaving cream of the same copany .

In the income group over Rs. 2000, 10.34 percent respondents reported that they use blades and shaving cream of the same company while 89.66 percent do not use both blade and shaving cream of the same company

<u>Professoon wise break up of the data</u>

<u>Refer to table no. 62 in appendices.</u>

<u>Student</u> :-

Of the total respondents belonging to this Professional group, 13.89 percent use both blade and shaving cream of the same company while 86.11 percent students do not use blade and shaving cream of the same company.

<u>Teachers</u>:-

11.76 percent teachers were found to be using blade and shaving cream of the same company while 88.23 percent use different brands of blade and shaving cream.

Businessmen

Of the total respondents, 17.65 percent businessmen reported that they use same brand of blade and shaving cream while 82.35 percent different brand of blade and shaving cream.

Government servants

Of the total respondents 22.22 percent use while 77.78 percent do not use blade and shaving cream of the same company.

Doctors.

23.53 percent doctors accepted that they use blade and shaving cream of the same company while 76.47 percent reported that they use different brands of blade and shaving cream.

Engineers

Of the total number of respondents 15,38 percent Engineers reported that they use blade and shaving cream of the same company while 84.62 percent responded that they use different brands of blade and shaving cream.

5. <u>Which size of brand packaging do you purchase</u> ..

<u>Refer to table no. 35 in appendices.</u>

Out of 197 respondents 63.45 percent reported large package of shaving cream being purchased by them while 36.55 percent prefred to purchase small package of the brand which they used.

<u>Refer to table no. 37 in appendices.</u>

Of the total number of respondents using large package 28 percent respondents were Godreje users 18.4, percent Erasmic Antiseptic users, 12.8 percent plmolive Lemon fresh users, 12 percent Palmolive delux Latheir users, 5.6 percent old spice users, 4.8 percent lakme users, 4.8 percent Emami users, 5.6 percent Nevia user, 1.6 percent of Monarch, users, 2.4 perc ent old spice lime fresh users, and o.81 percent of each Cosmo, Pooja and other brands users. Of the total number of respondents using small sized package of shaving cream, 29.17 percent were Palmolive Lemon fresh users, 22.23 percent were Erasmic Antiseptic users, 18.06 percent Godreje users, 16.67 percent Palmolive delux lather users, 4.17 percent were Pooja users, 2.78 percent were users of each Erasmic Lemon fresh and Monarch, 1.39 percent of each Erasmic lime presh, cosmo and other brands users.

Brand wise Analysis

Refer to table no. 37 in appendices.

ERAMSIC ANTISEPTIC

58.98 percent of the respondents were found to be using large size package while 41.02 percent small size package.

ERASMIC LEMON FRESH

50 percent respondents reported the purchase of large size package while 50 percent small size package.

ERASMIC LIME FRESH

100 percents of the respondents were found to be purchasing small size package of this brand of shaving cream.

PALMOLIVE DELUX LATHER

55.56 percents were found to be using large size package while 44.45 percent were found to be suing small size package.

PALMOLIVE LEMON FRESH

43.24 percent were found to be using large size package while 56.76 percent reported the purchase of small size of package.

GODREJE

72.92 percent users found to be using large size package while 27.08 percent were found to be using small size package.

OLD SPICE

100 percent reported the purchase of large size package of this brand of shaving cream .

OLD SPICE LIME FRESH.

100 percent respondents reported the purchase of large size package of their brand of shaving cream.

NEVIA

100 percent users reported the purchase of large size package while Zero percent were found to be using small size package.

LAKME

100 percent of the respondents reported the purchse of large package of this brand of shaving cream.

MONARC..

50 percents users found to be using large packa-ge while 50 percent were found to be using small size package.

COSMO

50 percent of the users reported the purchase of large size package while 50 percent reported small size package being purchased by them.

POOJA

25 percent of the users were found to be using large size package while 75 percent were found to be using small size package.

EMAMI

100 percents of the respondents reported the use of large size package of Emami shaving cream.

OTHER BRAND

50 percent were found to be using large size package while 50 percent reported the purchase of small size package.

Income wise Analysis

Refer to table No.36 in Appendices

Of the respondents using large size package, 32 percent belongs to the income group below Rs.1,000,30.4 percent to the income group Rs.1,000-1,500, 16.8 percent in the income group Rs. 1,500-2,000 and 20.8 percent were using large siz e package belonged to the income group above Rs. 2,000.

Of the total respondents purchasing small size package of shaving cream. 68.06 percent belonged to the income group below Rs. .1000, 16.67 percent to the income group Rs. 1000-1500, 11.12 percent to the income group Rs. 1500-2000 & 4.17 percent belonged to the income group over Rs. 2000.

<u>Below Rs. .1000</u>

55.06 percent of the respondents in the Category using small size package while 44.94 percent large size package.

<u>Rs. 1000-1500</u>

76 percent of the respondents in this category were found to be using large size package while 24 percent were using small size package.

<u>Rs. 1500-2000</u>

72.41 percent of the respondents in this category were found to be using large size package while 27.59 percent were using small size package.

<u>Over Rs. .2000</u>

89.65 percent of the respondents are in habit of purchasing large size package while 10.35 percent were purchasing small size package of shaving cream.

6. Have you ever changed your brand?

Refer to table no. 38 in appendices.

Out of 197 respondents 72.59 percent reported that they had chnaged their brand while 27.42 percent reported that they had not changed their brand.

Of the total respondents who have changed their brand, 40.55 percent belonged to the income group below Rs. 1000, 25.87 percent belonged to the incomegroup Rs. 1000-1500, 17.48 percent to the income group Rs. 1500-2000 and 16.08 percent belonged to the income group above Rs. 2000.

Of the total respondents who did not changed their brand 57. 40 percent belonged to the income group below Rs..1000, 24.07 percent belonged to the income group Rs. 1000-1500, 7.40 percent belonged to the income group Rs..1500-2000 and 11.11 percent belonged to the income group over Rs. 20000/-

Income group below Rs. 1000

In this category of income group 65.16 percent have changed their brand while 34.83 percnt have not changed their brand.

Rs. 100-1500

74 percent of the respondents in the category have changed their brand while 26 percent have not changed their brand.

Rs. 1500-2000

86.20 percent of the respondents in the income group have changed their brand while 13.79 percent of the respondents in this category have not changed their brand.

Over Rs. 2000

79.31 percent of the respondentsin the income group reported that they have changed their brands while 20.68 percent reported that they have not changed their brand.

If yes why?

Refer to table no. 40 in appendices.

Out of 197 respondents 72.59 percent reported that they have changed their brand. Of the total respondents who accepted that they had changed their brand, 35.02 percent changed their brand due to tamporary shortage, 21.32 percent dueto change in price, 40.60 percent due to intorudction of letter brand and the rest 3.05 percent changed their brand under the influence of other causes.

Further break up of the data shows ,

Change in price.

Of the total respondents who changed their brand due to change in price 47.61 percent belonged to the income group below Rs. 1000, 35.71 percents in the income group Rs. .100-1500 , 9.52 percent in the income group Rs. 1500-2000 and 7.14 percent belonged to the income group over Rs. .2000.

Temporary Shortage.

Of the total respondents who changed their brand due to temporary shortage, 53.62 percent belonged to the income group below Rs. .1000,18.84 percent belonged to the income group Rs. 1000-1500, 13.04 percent in the income group Rs.1500-2000 and 14.49 percent belonged to the income group over Rs.2000.

Introduction of bett-er brand.

Of the total respondents, 37.5 percent belonged to the income group below Rs. .1000, 26.25 percent in the income groupRs.1000-1500,17.5 percent in the income group Rs.1500-2000 and 18.75 percent belonged to the income

income group over Rs. 2000 due to other causes.

Other causes.

Of the total re spondents who changed their brand 33.34 percent belonged to the income group below Rs. 1000, 33.34 percent in the income group Rs. 1500-2000, 16.67 percent in the income group Rs.1000-1500 and 16.67 percent belonged to the income group over Rs. 2000.

Income Wise Analysis

Refer to table no. 40 in appendices.

Income group below Rs. 1000

Of the total respondents who have changed their brand in the income group below Rs. 1000 22.47 percent changed their brand due to change in price, 41.57 percent due to temporary shortage, 33.70 percent due to introduction of better brand and 2.25 percent due to other causes.

Income group Rs. 1000-1500

Of the total respondents who have changed their brand in the income group Rs. 1000-1500 , 30 percent changed their brand due to change in price, 26 percent due to temporary shortage, 42 percent due to introduction of better brand and 2 percent in this income group have changed their brand due to other causes.

Income group Rs. 1500-2000

Of the total respondents who have changed their brand in the income group Rs. 1500-2000, 13.79 percent have changed their brand due to change in price, 31.03 percent due to temporary shoratage, 48.28 percent due to introduction of better brand and 6.89 percents changed their brand due to other causes.

INCOME Group over Rs. 2000

Of the total respondents who have changed their brand, 10.35 percent reported that they have changed their brand due to change in price, 34.49 percent due to temporary shortage, 51.73 percent due to intorudction of better brand and the rest 3.45 percent in the category of income group have changed their brand due to other causes.

Refer to table no. 41 in appendices.

Profession wise break up

STUDENTS

Of the total number of students whohave change d their brand, 16.67 percent changed it due to change in price, 41.67 percent fue to temporary shortage, 38.89 percent due to introduction of better brands and 2.78 percent due to other causes.

TEACHERS.

Of the total number of teachers who have changed their brand, 17.65 percent changed due to change in price, 29.41 percent due to temporary shortage 50 percent due to introduction of better brands and 2.94 percent due to other causes.

BUSINESSMEN

Of the total respondents who have changed their brand, 29.41 percent have changed due to change in price 26.41 percent due to change in price, 26.47 percent due to temporary shortae, 41.18 percent due to introduction of better brand and 2.94 percent due to other causes.

GOVERNMENT SERVANTS

Of those Government servant who have changed their brand 29.63 percent switched over to other brands due to change in pirce, 37.03 percent due to temporary shortage,33.34 percent due to introduction of better brands.

DOCTORS.

Those doctors who have changed their brand 23.53 percent change due to change in price, 35.29 percent changed due to temporary shortage, 35.29 percent due to introduction of better brand and 5.89 percent changed due to other causes.

ENGINEERS.

Out of total number of Engineers (who changed their brand) 15.38 percent changed their brand due to changed price, 30.77 percent changed due to temporary shoratage, 46.15 percent due introduction of better brand and 7.69 percent changed due to other causes.

8. Out of the following advertisement media,categeries their relative effectiveness in the purchase of a particular brand of shaving creams

Refer to table 44 in appendices

The relative effectiveness of advertisement media can be analysed in four distinct extant.

1. Great Extent
2. Moderate Extent.
3. Slight extent.
4. Not at all.

GREAT EXTENT

Refer to table no. 44 in appendices.

Out of 197 respondents who are greatly influence by press and non press advertesment media, 36.55 percent of them reported having great influence by newspapers, 44.67 percent were greatly influence by Magzines 7.61 percent by Radio/T.V. and 11.17 percent were greatly influence by cinema and other medias.

Income wise analysis

Refer to table no. 45 in appendices

Further analysis of the data on the basis of income shows that in the income group below Rs. 1000, 50.56 percent were found greatly influenced by newspaper

35.96 percent by magzines, 3.37 percent were greatly influenced by Radio/T.V. and the rest 10.12 percent reported Cinema and other advertisement medias responsible for influencing great extent.

Income group Rs. 1000-1500

Of the tatal respondents 40 percent in the income group Rs. 1000-1500 were found greatly influenced by magzines, 30 percent were greatly influenced by newspaper , 20 percent by Cinema and other advertisement media and 10 percent by Radio/T.V.

Income group Rs. 1500-2000

Of the total respondents in the income group Rs. 1500-2000 .58.62 percent were found greatly influenced by magzines, 27.57 percent were greatly influuenced by newspaper, 10.85 percent by Radio/T.V and 3.45 percent reported Cinema and other media of advertisement have grealty influenced them.

Income group over Rs. 2000.

Of the total number of respondents 65.51 percent in the income group over Rs. 2000 reported magzine as having greatly influenced them, 13.79 percent were greatly influenced by newspaper and 13.79 percent were greatly influenced by Radio/T.V and 6.89 percent were found greatly influenced by Cinama and other media of advertisement

MODERATE EXTENT

Refer to table no. 44 appendices.

Out of 197 pespondents 44.16 percent of them reported that they are moderately influenced by news paper 35.33 percent reported that they are influenced moderately by magzines, 12.69 are moderately influenced by cinama and other advertisement media and 7.61 percent are moderately influenced by Radio/T.V.

Income wise analysis.

Refer to table no. 45 in appendices.

Further analysis of the data on the basis of income shows that 24.71 percent of the respondents in the income group below Rs. 1000 are moderately influenced by newspaper, 47.19 percent were found moderately influenced by magzines , 7.86 percent were moderately influenced by T.V./Radio and 20.23 percent were found moderately influenced by Cinama and others.

Income group Rs. 1000-1500

Of the total respondents in this income 30 percent reported that magzines had moderately influenced them, 60 percent were moderately influenced by by news paper and 6 percent were found moderately influenced by T.V./Radia and 4 percent were by Cinema and others.

Income group Rs. 1500-2000

Of the total respondent in the income group Rs. 1500-2000 ,51.72 percent were moderately influenced by newspapers ,24.13 percent were by Magzines ,17.24 percent were moderately influenced by Cinema and other advertisement media and 6.89 percent were found to be moderately influenced by Radio/ T.V.

Income group over Rs. 2000

Of the total number of respondents who were moderately influnced in the income group over Rs. .2000 68.97 percent were by newspapers, 20.69 percent were found moderately influenced by magzine, 10.35 perent were moderately influenced by Radio/T.V. and there was not a single respondents who reported moderate extent influence by Cinema and other advertisement. media.

SLIGHT EXTENT.

Refer to table no. 44 in appendices.

Out of 197 respondents who reported slight extent influence by different advertisement media 16.24 percent were founed shight extent (Contd) by newspaper, 14.72 percent were slight extent influenced by magzines, 27.92 percent were slightly influenced by Radio/TV and 41.11 percent were found slight extent influenced by Cinema and other advertisement media.

Income wise analysis

Refer to table in 45 in appendices.

Income group below Rs. 1000

Ot the total respondents in this income group, 39.33 percent reported that they were slightly influenced by Cinema and other advertisement media, 32.58 percent were slightly influenced by Radio/T.V, 11.24 percent were shght extent influenced by magzines and 16.85 percent were found slightly influenced by newspaper.

Income group Rs. 1000-1500

Of the total respondents in the income group Rs. 1000-1500 36 percent were found slight extent influence by Cinema and other advertisement media, 32 percent were slightly influenced by Radio/T.V, 26 percent were slight extent influenced by magzine and 6 percent were found slight extent influence by newspapers .

Income group Rs. .1500-2000

Of the total number of respondents 44.82 percent in the income group Rs. 1000-1500 are slight extent influence by

Cinema and other medias of advertisement, 20.69 percent were slightly influence by newspaper and 17.24 percent were found slightly influence by Radio/T.V, also 17.24 percent were by magzines.

Income group over Rs. 2000

Of the total number of respondents 51.72 percent were found slight extent influenced by cinema and other advetisement media, 17.24 percent were slightly influenced by Radio/T.V, 17.24 percent were slightly influenced by newspaper and 13.79 percent were found sligh extent influence by magzine.

NOT AT ALL

Refer to table 44 in appendices.

Of the total number of respondents 4.57 percent reported that they are not influenced by newspaper, 3.56 percent are no influence by magzince ,56.85 percent were founed not influence by Radio /T.V. and 35.02 percent were not influenced by Cinama and other advertisement media.

Income wise analysis

Refer to table no. 45 in appendices.

Further break up of data on the basis of income, 30.34

percent in the income group below Rs1000 were not influenced by cinema and other advertisement medias 7.87 percent in the income group below Rs.1000 were not influenced by newspape and 5.61 percent in the same income group where not influenced by magzines and 56.17 percent were not influenced by Radio/T.V.

Income group Rs.1000-1500

In the income group Rs.1000-1500, 52 percent of the respondent reported that TV/Radio never influenced them, 40 percent were not influenced by Cinema and other advertisement medicas, 4 percent were not influecned by newspaper also 4 percent were found in the income group Rs.1000-1500 were not influence by magzine.

Income group Rs.1500-2000

In this income group, 65.51 percent of the respondent were not influenced by Radio /TV and 34.48 percent in the same income gruop were not influcced by Cinema and other advertisment edias but ther was not a single respondent reported that they were not influencea by newspapers and magzines.

Income group over Rs2000

Of the total respondences in this income group over Rs.2000 58.62 percent wer found not influenced by Radio /TV an 41.38 percent were reported having no influence by Cinema and other advertisement media ,but there was no single respondents who reorted that they were not at all influenced by magzines and newspapers.

Profession wise analysis

Refer to table No.46 in appendices

GREAT EXTENT

Further enalysis of the data on the basis of profession shows that those who were greatly enfluenced by newspaper, 38.89 percent constitute students ,18.06 percent Businessmen, 16.67 percent teachers, 11.12 percent Gouverment servants ,9.73 percent Doctors and 5.56 percent Engineers.

Those who were influenced greatly by magzines, 38.64 percent constitute students, 18.18 percent Businessmen 17.05 percent teachers, 10.23 percent Government servants, 10.23 percent Doctors and 5.68 percent Engineers.

Among those professional groups who were influenced by Radio /TV, to great extent constitute students 26.67 percent, teacher,26.67 percent,businessmen , 20 percent, government servant 20 percent, Engineers 6.67 percent and there was not single doctor who nfluenced great extent by Radio/T.V.

Among the professional groups who were influenced by Cinama and other advertisement me ia to great extent, 31.81 percent constitute governement servents, 27.28 percent students, 13.64 percent teachers, 13.64 percent Engineers, 9.09 percent businessment , 4.55 percent Doctors, were great extent influenced by Cinema and other advertisement media.

MODERATE EXTENT.

Further analysis of the moderate extent influence of various advertising medias among professional groups shows that among those who were influenced by newspaper 36.78 percent constitute students ,16.67 percent teachers, 16.67 percent businessmen ,11.49 percent government servants, 11.49 percent doctors and 8.05 percent engineers.

Those who were moderately influenced by magzine constitutes students 38.57 percent followed by government servant17.14 percent, teachers 15.71 percent, Businessmen 14.29 percent , 7.14 percent doctors and also 7.14 percent Engineers

Those who were moderately influenced by Radio /T.V. Businessmen Constitute 40 percent, teachers 26.67 percent, students 20 percent, governement servants, 13.34 percent and doctors and engineers were found no modreatately influenced by Radio/T.V.

Amongthose professionals who were moderately influenced by Cinema and other medias students were found 40 percent Students, governement Servants 12 percent, doctors 8 percent and 4 percent engineers were found moderately influenced by cinema and other advertising medias.

SLIGHT EXTENT.

The analysis of slight extent on the basis of profession shows that newspaper influenced 27.59 percent of students followed by teachers 27.59 percent, government servant 20.69 percent, businessmen 17.24 percent, engineers 6.89 percents and no doctors were found slightly influenced by newspaper.

Further analysis of slight extent influence by magzines on the basis of profession shows that 28.12 percent students were slightly influenced by magzine followed by

21.88 percent businessment, 15.63 percent teachers, 15.63 percent government servant, 9.38 percent doctors and also 9.38 percent engineers.

Those who were slightly influenced by Radi/T.V. constitutes 32.73 percent students , 25.46 percent businessment, 20 percent teachers, 12.73 percent government servents, 9.09 percent doctors and no engineers were found slightly influenced by Radio/T.V.

Among those professionals who were slightly influenced by Cinema and other advertising media, 45.68 percent constitute students, 12.35 percent teachers, 11.13 percent governemnt servant, 11.11 percent doctors 9.88 percent businessmen also 9.88 percent engineers were found slightly influenced by cinema and other medias.

NOT AT ALL

The analysis of "not at all" influences of any advertising medias shows that out of 197 respondents 56.85 percent were not at all influenced by Radio/T.V. followed by cinema and other medias 35.02 percent, 4.57 percent by news paper and 3.56 percent by magzines (see table no. 44 in appendices.).

Further analysis of not at all influence of any advertising media based on various professions shows that among those who were not at all influenced by newspaper constitutes, Students 44.45 percent, businessment 22.23 percent, government servants 33.34 percent and no teachers, doctors, engineers reported that they were not al all influenced by newspaper.

Those who were not at all influenced by magzines , constitute teachers 42.86 percent followed by students 28.57 percent, businessment 14.28 percent, government servant, 14.28 percent and no doctors and Engineers were found who were not at all influenced by magzines.

Among those who were not all influenced by Raddo/T.V. 41.96 percent constitute students, 13.39 percent constitute teachers, 13.39 percent government servants, 10.71 percent Doctors, 10.71 percent Engineers and 9.82 pervent businessmen.

Those professional who were not at all influnced by Cinema and others medias, businessmen were found 28.98 percent followed by students 27.54 percent, teachers 23.19 percent, government servants 11.59 percent, Doctors 7.25 percent and Engineers were found 1.45 percent.

9. What do you under stand about the claims made in advertisement

Refer to table no. 42 in appendices.

Out of 197 respondents 38.59 percent believe that claims made in advertisement is truthful, 30.97 percent believe it some what truthful, 19.79 percent believe it extremely truthful, 4.06 percent believe it misleading, 1.53 percent believe it extremely misleading, 2.03 percent believe it neither truthful nor misleading , and 3.05 percent do not have any opinion.

Truthful

Of the total respondents who believe that claimes made in advertisement are thuthful, 50 percent belonged to the income group below Rs. 1000, 23.69 percent belonged to the income group Rs. 1000-1500, 13.15 percent belonged to the income group Rs. 1500-2000 and also 13.15 percent belonged to the incomegroup over Rs. 2000.

Extremely truthful

Of the total respondents who believe that claims made in advertisement are extremely truthful, 41.02 percent belonged to the income group Rs. 1000-1500,25.64 percent belonged to the income group below Rs. 1000,17.95 percent belonged to the income group Rs. 1500-2000 and 15.39 percent belonged to the income group over Rs. 2000.

Somewhat truthful

Of the total respondents who believe that the claims made in advertisement are somewhat truthful,42.63 percent belonged to the income group below Rs. 1000,22.95 percent belonged to the income group Rs. 1000-1500, 16.39 percent belonged to the income group Rs. 1500-2000 and 28.20 percent belonged to the income group over Rs. 2000.

Misleading

Of the total respondents who believe that claims made in advertisement are misleading, 62.5 percent belonged to the income group below Rs. 1000,25 percent belonged to the income group Rs. 1500-2000,12.5 percent belonged to the income group group over Rs.2000and there was no respondents reporting that caimes madein advertisement is misleading in the income group Rs. 1000-1500.

Extremely misleading.

Of the total respondents who believe that claimes made in advertisement are extremely misleading, 66.67 percent belonged to the income group below Rs. 1000, there was no respondent reporting advertisement is misleading in the income groups Rs..1000-1500 and also Rs..1500-2000 but 33.34 percent in the income group over Rs. 2000 believe that claims made in advertisement are misleading .

Neither truthful nor misleading.

Of the total respondents who beleive that claims made in advertisement are neither truthful nor misleading 75 pefcent belonged to the income group below Rs. 1000 and 25 percent belonged to the income group Rs. 1000-1500 but there was no respondents belonging to the incomegroups Rs. 1500-2000 and ..over Rs. 2000 reported that claims made in advertisement are neither misleading nor truthful.

Do not know.

Of the total respondents who have no opinion about the claims made in advertisement 83.33 percent belonged to the income group below Rs. 1000and 16.67 percent belonged to the income group Rs..1000-1500 but there were no respondents in the groups Rs. 1500-2000 and over Rs. 2000 whO have no opinion about the claims made in advertisement.

10. Does the price of the shaving cream effect the choice of a partionlar brand.

Refer to table no. 47 in appendices.

Yes ( ) No ( )

Out of 197 respondents 68.53 percent accepted that the price of the different brands of shaving cream influenced the choice of a particular brand, while 31.47 percent reported that the price of the shaving cream had no influence over the choice of a particular brand of shaving cream.

Income wise analysis.

Further break up of data on the bais of various income groups shows that in the income group below Rs. 1000 85.39 percent felt the impact of price. on the choice of a particular brand of shaving cream, while 14.61 percent felt no impact of price over the choice of a particular brand.

In the income group Rs. 1000-1500 ,66 percent accepted that there was influence of price on the choice of a particular brand while 34 percent felt that their was no influence of price in the choice of a particular brand of shaving cream.

In the income group Rs. .1500-2000, 48.28 percent , felt the impact of price while 51.73 percent fell no impact of price over the choice of a particular brand of shaving cream.

In the income group over Rs. 2000, 41.38 percent felt the impact of price over the choice of a particular brand of shaving cream while 58.62 percent felt no impact of price over the choice of a particular brand.

Profession wise analysis

Refer to table no. 48 in appendices.

Of the total number of respondents who felt the impact of price over the choice of a particular brand of shaving cream 46.67 percent were students, 14.82 percent were teachers, 16.29 percent were government servant, 13.34 percent were businessmen, 3.30 percent were doctors and 5.18 percent were Engineers. .

Of the total number of respondents who reported no impact of price over the choice of a particular brand, 14.52 percent were students, 25.80 percent were businessmen, 9.67 percent were Engineers 22.58 percent teachers, 8.26 percent Government servant and 19.35 percent were Doctors.

STUDENTS

87.5 percent students felt the impact of price over the choice of a particular brand while 12.5 percent felt no impact of price.

TEACHERS

58.83 percent teachers reported the impact of price over the choice of a particular brand of shaving cream while 41.17 percent felt no impact of price .

BUSINESS MEN

52.94 percent businessmen accepted that price had on influence over the chlice while 47.06 percent reported no impact of price over the choice of a particula r brand of shaving cream.

GOVERMENT SERVANTS.

81.48 percent government servants felt influence of price while 18.51 percent felt influence of price on the choice of a brand of shaving cream.

DOCTORS

29.41 percent doctors felt the impact of price overthe choice of a particular brand of shaving cream while 70.59

percent doctors felt no impact of price.

ENGINEERS

53.84 percent Engineers accepted that price influence the choice of a particular brand while 46.15 percent reported no impact of price over the choice. of a particular brand of shaving creams

Refer to table no. 49 in appendices.

Brand Analysis

Of the total number of respondents who felt the impact of price over the choice of a particular brand of shaving cream 20 percent were Godreje users, 17.03 percent palmolive Lemon fresh users, 14.81 percent palmolive delux lather users 21.48 percent Erasmic Antiseptic users, 3.70 percent old spice users, 4.45 percent Nevia users, 2.96 percent Lakme users, 4.45 percent Emami users, 2.23 percent Erasmic Lemon fresh users, 1.48 percent old spice lime fresh users, 2.96 percent Monarch users, 1.48 percent cosmo users 2.96 percent Pooja users and 0.00 percent other brand users.

Of the total number of respondents who felt no impact of price over the choice of a particular brand of shaving cream 16.13 percent Erasmic Antiseptic users, 33.87 percent

Godreje users, 22.58 percent Palmolive lemon fresh users, 11.29 percent polmolive delux lather users, Zero percent pooja users 1.63 percent of each Erasmic lemon fresh Erasmic lime fresh, Nevia, old spice Lime fresh, 3.23 percent each old spice and other brand users.

ERASMIC ANTISEPTIC.

74.36 percent of the Erasmic Antiseptic users accepted that there was influence of price over the choice of the brand while 25.64 percent felt no impact of prive over the choice of brand.

ERASMIC DEMON FRESH.

75 PERCENT OF THEIR BRAND USERS reported the impact of price while 25 percent reported no impact of price over the choice of the brand.

ERASMIC LIME FRESH.

There was not a single users of this brand who reported the impact of price over the choice of brand and 100 percent reported no impact of price over the choice of a particular brand of shaving cream.

PALMOLIVE DELUX LATHER.

74.07 percent of Palmolive delux lather users reported impact of price over the choice of brand while 25.93 percent felt no impact of price over the choice of a particular brand of shaving cream .

PALMOLIVE LEMON FRESH.

62.16 percent of the palmolive lemon fresh users reported the impact of price over the choice of a particular brand of shaving cream.

While 37.83 percent felt no impact of price over the choice of brand.

GODREJE

56.25 percent of Godreje users felt the impact of price over the choice while 43.75 percent reported no impact of price over the choice of brand.

OLD SPICE.

71.43 percent of old spice users felt influence of price over the choice of a particular brand of shaving cream and 28.57 percent showes no impact price.

OLD SPICE LIME FRESH.

66.67 percent of old spice lime fresh users reported impact of price over the choice of a particular brand while 33.34 percent felt no impact of price over the chice of a particular brand of shaving cream.

NEVIA .

85.71 percent of Nevia users felt impact of price over the choice of a particular brand of a shaving cream while 14.29 users reported no impact of price over the choice of brand.

LAKME 66.67 percent of Lakme users felt impact of price over the choice of the brand while 33.34 percent felt no impact of price over the choice of a particular brand of shaving cream.

MONARCH.

100 percent of monarch users felt impact of price over the choice of a particular brand of shaving cream, While Zero percent felt no impact of price over the choice of a particular brand.

COSMO

100 percent of cosmo users reported influence of price of over the choice of brand while zero percent felt no impact of price over the choice of a particular brand of shaving cream..

POOJA

100 percent of the Pooja users felt impact of price

THE choice of a particular brand of shaving cream while Zero percent report no influence of price over the choice of a particular brand of shaving cream.

EMAMI

100 percent of Emami users felt impact of price over the choice of a particular brand of shaving cream while Zero percent felt no impact of price over the choice of a brand.

OTHER BRAND.

0.00 percent of other brand users reported the impact of price over the choice while 100 percent felt no influence of price over the choice of a particular brand ofshaving cream.

(11) If the price of your brand increases in respcttto other brands would you switch over to other brand.

Yes ( ) No. ( )

Refer to Table no 50

Out of 197 respondents, 76.65 percent reported that they will switch over to other brands if the price of their brand will increase while 23.35 percent remain stick to their own brand irrespective of increase in the price of their own brand of shaving cream.

Income wise Analysis

Further breakup of the data on the basis of income shows that in the income group less thanRs.1000,88.76 percent reported that they will switch over to other brands if the precie price of their own brand will increase, while 1'.24 percent will stick to their own brand.

In the income group Rs. 1000-1500 , 72 percent will change their own brand if the price of their own brand increases, while 28 percent will not change their brand.

In the income group Rs. 1500-2000, 68.97 percent will switch over to other brand if the price of their own brand increases in respect to other brand, while 31.03 percent will not change their brand in case the price of their own brand increases.

In the income group above Rs. 2000,55.17 percent will switch over to other brand while 44.83 percent will remain loyal to their brand if the price of their own brand increases in respect to other brand.

Profession wise Analysis.

Refer to table 51 in appendices.

Of the total number of respondents who will switch over to other brand if the price of their brand increases in respect to other brand 37.74 percent were students, 18.54 percent were businessmen, 16.56 percent were teacher , 14.57 percent were government servant , 6.63 percent were doctors and 5.86 percent were Engineers.

Of the total number of respondents who will remain loyal to their own brad irrespective of increase in the price of their own brand 32.61 percent were students, 19.57 percent were teachers, 15.21 percent were doctors, 13.04 percent were businessmen, 10.87 percent were government servants and 8.69 percent were Engineers .

STUDENTS.

79.17 percent of the student will change their brand if the price of their own brand increases in respect to other brands while 20.84 percent will remain loyal to their own brand.

TEACHERS.

73.53 percent teachers will switch over to other brand in case of increase in the price of their own brand in respect to other brand while 26.47 percent of will not switch over to other brand irrespective of increase in the price of their own brand as compared to other brands.

BUSINESS MEN

82.35 percent businessmen will substitute their brand for others if the price of their own brand increases as compared to other brand while 17.47 percent will not change their own brand.

GOVERNMENT SERVANT

81.48 percent of government servant will not remain loyal to their brand in case the price of their own brand increases as compared to other brand while 18.51 percent will remain loyal to their brand.

DOCTORS.

58.82 percent doctors will switch over to other brands when the price of their own brand increases in respect to other brand while 41.18 percent doctors will not change their brand .

ENGINEERS.

69.23 percent Engineers reported that they will switch over to other brand if the price of their own brand increases as compare to other brands while 30.77 percent will remain loyal to their brand.

Rfer to table no. 52 in appendices.

Brand wise Analysis.

Of the total number of respondents who will switch over to other brands if the price of their own brand will increase in respect to other brands, 19.87 percent were

Godreje users , 19.87 percent were palmolive lemon fresh users,19.20 percent were Erasmic Antiseptic users, 14.57 percent were Palmolive delux lather users, 4.64 percent were old spice users, 3.97 percent were Nevia users,

3.57 percent were Emami users,2.65 perdent were Lakme users , 2.65 percent were Pooja users, 1.99 percent were Erasmic Lime fresh users, 1.99 percent were old spice Limon fresh users, 1.33 percent were Cosmo users and o.67 percent were Erasmic Lemon fresh users.

Of the total respondents who will ramain loyal to their brand irrespective of increase in the price of their own brand as co pard to other brand 39.13 percent were Godreje users,

15.22 percent were polmolive lemon fresh users,10.87 percent were _almolive delux lather users, 4.35 percent were Lakme users, 2.17 percent were Erasmic lime fresh users . 2.17 parcent Nevia users, 4.35 persent were other brand users but the brand users of old spices,old spice lime fresh, Monarch,Cosmo, Pooja,Imami , Erasmic Lemon fresh will not remain loyal to their brand if the price of their own brand increases in respect to other brand.

ERASMIC ANTISEPTIC

74.36 percent of Erasmic Antiseptic users will change their brand in case if increase in the price of their own brand while 25.64 percent will not switch over to. other brand.

ERASMIC LEME FRESH.

75 percent of this brand users will switch over to other brand while 25 percent will remain loyal to their own brand irrespective of increase in the price their own brand in respect to other brand.

PALMOLIVE DELUX LATHER.

81.48 percent of Palmolive delux lather users will change their brand if the price of their own brand increases in respect to other brand, While 18.52 percent will remain loyal to their own brands.

PALMOLIVE LEMON FRESH.

81.08 percent of Palmolive lemon fresh users will switch over to other brand while 18.92 percent will not switch over to other brand if the price of their own brand increases in respect to other brand.

GODREJE

62.5 percent of Godreje users will not remain loyal to there brand if the price of their own brand increase in respect to other brands while 27.5 percent will remain loyal to their own brand.

OLD SPICE. AND OLD SPICE LIME FRESH.

100 percent of old spice users will switch over to other brands in case the price of their own brand increases in respect to other brand and no old spice user will remain loyal to their own brand. Old spice Lime fresh, Monarch, Cosmo, Pooja Emami users shows the same pattern of brand loyalty as shown above ~~by~~ old spice users.

NEVIA

85.71 percent of Nevia users will switch over to other brand while 14.29 percent will not switch over to other brand in case the price of their own brand increases in respect to other brand.

LAKME.

66.67 percent of Lakme users will substitute other brands if the price of their own brand increases in respect to other brand white 33.34 percent will remain loyal to their own brand.

OTHER BRAND.

There was not a single other brands users who will change their brand in case the price of their own brand increases in respect to other brand while 100 percent will remain loyal to their own brand.

12. If the price of your brand remain constant and the price of other brand decreases would you switch over to other brand Refer to table no. 58 in appendices.

Out of 197 respondents 10.66 percent will switch over to other brands if their price decreases while 88.39 percent will remain loyal to their own brand irrespective of whether the price of other brand decreases as compared to their own brand.

Income wise Analysis.

Further break of data on income basis shows that 14.60 percent of the respondents in the income group below Rs. 1000 will switch over to those brands whose price has decreased as compared to their own brand while 85.39 perdent will remain loyal to their brand.
(see table no. 58 in appendices.)

Income group Rs. 1000 -1500

Of the total respondentsin this income group, 10 percent will substitute other brands whose price has decreased in respect to their own brand while 90 percent will not change their own brand.

Income group Rs. 1500-2000

When the price of other brand decreases 6.89 percent of the shaving cream users in this income group will change their brand even though the price of their own brand remain constant while 93.10 percent will remain logayl to their brand.

Income group over Rs. 2000

Of the total respondents in the income group over Rs 2000, 3.45 percent will switch over to other brands whose price has decreased in respect to other brand while 96.55 will remain loyal to their own brand.

Refer to table no. 54 in appendices.

Profession wise Analysis

Further analysis of the data on the basis of profession shows that, out of total number of respondents who will switch over to those brands whose price has dicreased while the price of their own brand remain constant , 47.61 percent were students, 23.80 percent were businessmen, 14.29 percent were were government servant, 9.53 percent were teachers, 4.76 percent were doctors and there was no Engineers who will switch ove to other brands whose. price has decreased.

Of the otal number of respondents ,35.23 percent of the students will not change their brand when the price of other brand decreases and the price of their own brand remains constant, followed by 18.19 percent were teachers, 16.48 percent were businessmen, 9.09 percent were doctors, 7.39 percent were Engineers and 13.64 percent were government servant .

STUDENTS

13.89 percent students will changed their brand if the price of their own brand remain constant and the price of other brand dicreases while 86.11 percent will remain loyal to their brand

TEACHER

5.88 percent teachers will switch over to other brands while 94.11 percent will not change their brand when the price of other brand dicreases and the price of theirown brand remain constant .

BUSINESSMEN

14.70 percent businessmen will switch over to other brands while 85.29 percent will not change their brand when the price of other brand decreases and the price of their own brandramain constant .

GOVERNMENT SERVANT

11.12 percent government servants will switch over to other brands while 88.89 percent will not change their own brand while the price of other brand decreases and the price of their own brand remain constant .

DOCTORS

When the price of other brand decrease 5.89 percent doctors will change their brand while 94.11 percent will remain loyal to their brand.

~~ENGINEERS.:-~~

There was no engineers who will switch over to other brand when the price of other brand decreases and the price of their own brand remain constant while 100 percent will remain loyal to their own brand.

13. RANKING OF ATTRIBUTES.

Refer to table No.55 in appendices .

First Rank

Out of 197 respondents 64.46 percent give their first rank to rich foem followed by 21.32 percent cream with Antiseptic characterstic, 11.67 percent Scented, 1.01 percent cream having gliding action, 1.52 percent to longer lasting lather.

Second Rank

49.32 percent of shaving cream users gave their second rank to Antiseptic characteristic followed by rich foam 31.98 percent, Scented with masculune freshness, 14.2 percent, gliding action 2.03 percent and laonger lasting lather 2.53 percent .

Third Rank

59.39 percent of the shaving cream consumer ranked third to scented wih masculine freshness, 23.85 percent to Antiseptic characteristic 3.56 percent to rich foam, 9.13 percent to longer lasting lather and 4.06 percent to gliding action.

Fourth Rank.

Of the total respondents 56.34 percent ranked fourth to longer lasting lather followed by 28.93 percent to Gliding action 11.17 percent scented with masculine freshness, , and Antiseptic characteristics 3.56 percent .

Fifth Rank

Of the total number of shaving cream users 63.96 percent gave their fifth rank to gliding action followed by 30.46 percent to longer lasting lather, 2.03 percent to Antiseptic characterstics, 3.56 percent to scented with masculine freshness

RANKING OF ATTRIBUTES THAT INFLUENCE BRAND CHOICE.

This includes the ranking of first five important attributes as first, second, third, fourth and fifth among the various attributes of shaving cream like rich foam

Antiseptic Characteristics , Scented with masculine freshness, Longer lasting lather, and gliding action all from each respondents.

The analysis incorporates ranking of attributes belonging to different groups.

PROFESSIONAL GROUPS.

Refer to table no. 56 in appendices.

The analysis of ranking attributes on professional basis shows the following brands.

First Rank

First ranking of attributes of the professional groups constituted rich foem 64.46 percent followd by Antiseptic characteristics 21,32 percent, Scented with masculine freshness 11.67 percent, Longer lasting lather 1.52 percent and Gliding action 1.01 percent.

Further analysis of the first rank of attributes as it is ranked by professional groups shows that among students rich foam constituted 69.45 percent followed by scented with masculine freshness 9.73 percent, Antiseptic characteristic 13.89 percent, Longer lasting lather 4.17 percent and gliding action 2.78 percent.

Among teachers rich foam constituted 64.70 percent follwed by antiseptic characterstics 20.59 percent Sceted with masculine freshness 14.71percent.

Among Businessmen Rich foam constitute 55.89 percent followed by scented with masculine freshness 20.59 percent Antiseptic charactierstic 23.52 percent.

Among government servant rich foam cosntitute 66.67 percent followed by Antiseptic characterstic 25.92 percent, Scented with masculinefreshness 7.40 percent, gliding action and longer lasting lather ranked Zero by them.

Among Doctors Rich foam constituted 58.82 percent followed by antiseptic characterstics , 41. 17 percent and scented with masculine freshness , gliding action and longer lasting lather were ranked zero by them.

Among Engineers rich foam constituted 61.54 percent followed by antideptic characteristic 23.07 percent , secnted with masculine freshness 15.38 percent, gliding action,longer lasting lather ranked as zero by them.

SECOND RANK

Referto table No.57 in appendices.

Second rank of attributes of various professional gruops constituted Antiseptic characteristic 48.23 percent followed by ric foam 31.98 percent ,Scented with masculine freshness 14.21 percent, Longer lasting lather 2.53 percent andgliding action 2.03 percent.

Further breaking up of the data of the second rank of attributes as it is ranked by various professional groups shows that among students, Scented with(Contd) mesculine freshness constituted 20.84 percent followed by rich foam 27.77 percent, antiseptic characteristic 43.06 percent, longer lasting lather by 4.17 percent and gliding action 4.17 percent.

Among teachers antiseptic characteristic constituted 64.70 percent followed by rich foam 29.41 percent, scented with masculine freshness 5.89 percent, longer lasting lather and gliding action ranked zero by them.

Among Businessmen antiseptic characteristics constituted 35.29 percent followed by rich foam 44.11 percent, secnted with masculine freshness 11.76 percent, longer lasting lather 5.89 percent and gliding action 2.94 percent.

Among government servant antiseptic characteristics constituted 55.56percent followed by rich foam 25.93 percent, scented with masculine freshness 18.51 percent, longer lasting lather 18.51 percent lather, gliding action were ranked zero percent by them.

Among Doctors antiseptic characteristics constituted 58.82 percent followed by rich foam 35.29percent, 5.89 percent scented with masculine freshness and longer lasting lather, glising action ranked zero by their.

Among Engineers antiseptic characteristices constituted 53.85 percent followed by scented with masculine freshness 7.69 percent, Rich foam 38.46 percent longer lasting lather, gliding action ranked zero by Engineers.

Third Rank

Refer to table no. 58 in appendices.

Third rank of attributes among professional groups constituted scented with masculine freshness 59.39 percent followed by antiseptic characteristic 23.85 percent, rich foam 3.56 percent, longer lasting lather 9.13 percent and gliding action 4.06 percent.

Further analysis of the third rank of attributes sought by various professional groups shows that among students antiseptic characteristic constituted 27.73 percent followed by scented with masculine freshness 48.61 percent gliding action 6.95 percent and longer lasting lather 13.89 percent.

Among teachers scented with masculine freshness constituted 79.41 percent followed by pich foam 5.59 percent antiseptic characteritisc 14.70 percent.

Among businessmen scented with masculine freshness constituted 47.05 percent followed by antiseptic characteristic 41.17 percent, longer lasting lather 8.82 percent and gliding action 2.94 percent.

Among government servants scented with masculine freshness constituted 70.37 percent followed by antiseptic characteristic 18.51 percent, rich foam 7.41 percent, longer lasting lather 3.70 percent and gliding action was not ranked third by government servant.

Among doctors 58.82 percent constituted scented with masculine freshness followed by loger lasting lather 23.52 percent, gliding action 11.76 percent, rich foam 5.89 percent and antiseptic characteristic was not ranked third by doctors .

Among Engineers scented with masculine freshness constituted 76.92 percent followed by Antiseptic characteristic 23.08 percnt, longer lasting lather, gliding action, rich foam were not ranked third by Engieers.

FOURTH RANK

Refer to table no 59 in appendices.

Analysis of the fourth ranked of attributes among professional groups constituted longer lasting lather 56.34 percent followed by gliding action 28.93 percent, scented with masculine preshness 11.17 percent, antiseptic characteristics 3.56 percent and rich foam was not rank fourth by professional groups.

Further analysis of fourth rank of oltributes sought by professionals groups shows that among students longer lasting lather constituted 50. percent followed by gliding action 26.39 percent, antiseptic characteristic 9.73 percent, scented with masculine freshness 13.89 percent and rich foam was not ranked fourth by them.

Among teachers longer lasting lather constituted 79.41 percent followed by gliding action 20.59 percent.

Among businessmen longer lasting lather constituted 41.17 percent followed by gliding action 38.23 percent, scented with masculine freshness 20.59 percent and rich foam, Antiseptic characteristic were not ranked forth by businessmen.

Among government servant longer lasting lather constituted 62.96 percent followed by gliding action 33.34 percent scented with masculine freshness 3.70 percent, antiseptic characteristic, rich foam were not ranked as fourth by government servant.

Among doctors longer lasting lather constituted 47.05 percent followed by gliding action 29.41 percent, scented with masculine freshness 23.53 percent, antiseptic characteristic and rich foam were not ranked fourth by doctors .

Among Engineers longer lasting lather constituted 69.23percent followed by gliding action 30.77 percent, rich foam, antiseptic characteristic, scendted with masclline freshness were not ranked fourth by engineers.

FIFTH RANK

Refer to table no. 60 in appendices.

Fifth rank of attributes among professional groups constituted gliding action 63.96 percent followed by longer lasting lather 30.46 percent, antiseptic characteristic 2.03 percent, scented with masculine freshness 3.56 percent and rich foam was not ranked fifth by them.

Further analysis of fifth rank of attributes sought by the above mention professional groups shows that among students

Gliding action constituted 59.73 percent followed by longer lasting lather 27.78 percent antiseptic characterstic 5.56 percent, secnted with masculine freshness 6.95 percent.

Among teachers gliding action constituted 79.41 percent followed by longer lasting lather 20.59 percent, scented with masculine freshness ,antiseptic characteristic, rich foam were not ranked fifth by teachers.

Among Businessmen gliding action constituted 55.89 percent followed by longer lasting lather 44.11 percent and antispectic characteristic , scented with masuculine freshness and rich foam were not ranked fifth by businessmen.

Among government servant gliding action constituted 66.67 percent followed by longer lasting lather 33.34 percent, antiseptic characteristic, scented with masculine freshness, rich foam were not ranked fifth by government servants.

Among Doctors gliding action constituted 58.82 percent followed by longer lasting lather 29.41 percent, scented with masculine freshness 11.76 percent, antiseptic characteristics, rich foam was not fifth ranked by doctors.

Among Engineers gliding action constituted 69.23 percent followed by longer lasting lather 30.77 Percent. antiseptic characteristic, scented with masculine freshness, rich foam were not ranked fifth by Engineers.

HYPOTHESIS

TESTING

HYPOTHESIS

TESTING

BLADE

Some hypothesis were set before undertaking this study and the purposewas to verify the hypothesis.

HYPOTHESIS TESTING.

Hypothasis-1:- Topaz stainless is the most popular brand of blade in the market among available brand of blade.

Of the total sample,40.23 percent were Topaz users while 10.55 percent were panama super silver stainless users, 9.76 percent were Erasmic Stainless supreme,8.59 percent were Savage users,8.20 percent were Erasmic super silver users,4.29 percent were New Swish stainless users,3.90 percent were Erasmic users,3.90 percent were cintwin silver Stainless users, 3.12 percent were super swish users,2.34 percent were Bharat users, 1.17 percent super Max SII, Ashok Stainless,Vicent Super silver users (each) and 1.56 percent of the respondents were found using other brands of blade. Hence the hypothesis is stands tested and is proved (refer to table no. 1 in appendices.)

Further break up of the data also strengthen this belief. (With reference to table no. 2 in appendices) . Further break up of the data shows that Topaz is the most popular brand in comparision to other brands of blade available in the market. It is equally popular in fifferent incomes groups. Of the total number of respondents belonging to the income groups below Rs. 1000 , 46.73 percent were found using this brand, 40 percent were found using Topaz blade in the income group Rs. 1000-1500 , 36.12 percent in the income group Rs. 1500-2000 and 21.21 percent were found using Topaz blade comes in the income group over Rs. 2000.

Professionwise break ~~up~~ of the data also shows the same pattern (refer to table no. 1 in appendeces)

Hence the conclusion warranted by these figures is that Topaz stainless is the most popular brand among the available brands of blade in the market.

Hence the first hypothises stands tested , proved and hence accepted.

Hypothesis II

Brand selection in case of blade accurs incieentally.

Refer to Table no 3 & 4

Of the total number of respondents in the sample 65.23 percent reported that they selected their brand by testing diffrent brands of blade, 19.14 percent of blade users responded that they selected their brand just incidentally, 12.10 percent selected their brand by having previous experience with the brands and 3.51 percent of the blade consumers selected in other ways.

Hence this hypothisis is tested and found to be incorrect.

The incorrectness of the hypothesis can be tested by further break up of the data. Table 3 in appendices can be further analysed to investigate opinion in different income groups. 67.21 percent in the income group below Rs. 1000, 70.77 percent in the income group Rs. 1000-1500, 55.56percent in the income group Rs.1500-2000 and 57.58 percent in the income group over Rs. 2000reported that they selected their brand by testing different brands of blade. By Contrast only 16.39 percent belonging to the income group less than Rs. 1000, 16.92 percent of the income group Rs. 1000-1500, 25 percent to the income group Rs. 1500-2000 and 27.28 percent belonging to the income group over Rs. 2000selected their brand incidentally

14.75 percent of the blade users belonging to the income group below Rs. 1000, 10.77 percent of the income group Rs. 1000-1500 , 8.34 percent in the income group Rs. 1500-2000 and 9.09 percent in the income group over

Rs. 2000 reported that they selected their brand by having previous experience with the brands.

Of the total number of respondents, 1.64 percent in the income group below Rs. 1000, 1.53 percent in the income group Rs. 1000-1500, 11.11 percent in the income group Rs. 1500-2000 and 6.06 percent belonging to the income group over Rs. 2000 selected their brands in other ways .

Hence the hypothisis is tested and proved incorrect.

Further break up of the data on the basis of brand (ref to table no. 5 in appendices) shows that brand selection in case of blade occurr not incidentally but by testing different brands . Though in the selection of only two brands of blade,

, the choice of a particular brand of blade occurred incidentally . In the selection of super Swish blade , 50 percent of the respondents reported that theyselected this brand incidentally where as 37.5 percent selected this brand by testing different brands and in case of super Max S II, 66.77 percent selected this brand incidentally while 33.34 percent by testing different brand of blade.

Thus the conclusion drown by these figures is that brand selection in case of blade occurr by testing different brands rather incidentally.

Hence the hypothisis is tested , proved incorrect and rejected.

Hypothises-III

In case of blade, consumers change their brand mainly due to temporary shortage .

Refer to table no. 8 in appendices

Out of 256 respondents , 73.05 percent reported that they changed their brand and 26,95 percent did not changed their brand (refer table no.10 in appendices). Among the 73.05 percent consumers who have changed their brand 48.66 percent changed their brand due to temporary shortage , 34.22 percent changed due to introduction of better brand in the market , 14.97 percent due to change in price. and 2.13 percent did change their brand due to other reasons .

Hence the hypothesis mentioned above seems to be correct.

The hypothesis can be tested also by further break up of the data on the basis of different income and professional groups. Table no. 11,10 in appendices. Can be further analysed to investigate the opinion of different income groups . Out of 187 respondents who changed their brand, 47.77 percent in the income groups below Rs. 1000 changed due to temporary shortage while 32.22 percent due to intruduction of better brand , 17.73 percent due to change in price and 2.23 percent changedtheir brand due to other reasons.

In the income group Rs. 1000-1500 , 42 percent blade users changed their brand due to temporary shortage 38 percent due to introduction of better brand in the market ,16 percent due to change in price and 4 percent changed due to this reasons.

In the income group Rs. 1500-2000 , 45.84 percent changed their brand due to temporary shortage and also 45.84 percent intruduction of better brand in the market and 8.34 percent changed due to change in price.

In the income group over Rs. 2000, 69.56 percent of the blade consumers changed their brand due to temporary shortage, 21.74 percent due to intruduction of better brand in the market and 8.69 percent did change their brand due to change in price.

Profession wise break up of the data shows the same pattern (ref table no. 11 in appendices).

Hence the conclusion drawn by these figures is that the blade users changed their brand mainly due to temporary shortage.

Thus the hypothesis is tested proved correct and accepted.

Hypothesis -IV

Relativesis having greater impact followed by advertisement and seller advice over the choice of a particular brand of blade .

In order to test this hypothesis we have to rank these three factors of influence in descending order according to their influence . Let us first analyse separately.

A. Influence of relatives over the choice of a particular brand of blade.

Income group/degree of influence	Much	Less	Not at all
Below Rs. 1000	71	19	32
Rs. 1000-1500	35	20	10
Rs. 1500-2000	20	9	7
Over Rs. 2000	14	15	4
Total	140	63	53

We assign a score of 2 for much influence , 1 for less influence and zero for no influence.

Total Score= 2(140)+1(63)+0(53)

= 280 + 63 +0

Total = 343

Mean score = $\frac{343}{256}$ = 1.33

Of the total repondents, 140 were much influenced by relatives over the choice of a particular brand of blade while 63 were less influenced and 53 were fell no impact of relatives advice over the choice of a particular brand of blade.

E. Influence of advertisement over the choice of a brand of blade.

Income group degree of influence	Much	Less	Not at all
Below Rs. 1000	35	55	32
Rs. 1000-1500	21	30	14
Rs. 1500-2000	11	18	7
over Rs. .2000	13	17	3
Total	80	120	56

Of the respondents , 80 respondents (35 in the income group below Rs. 1000 ,21 in the income group Rs. .1000-1500,11in the income group Rs. 1500-2000, and 13 in the income group over Rs. 2000). were much influenced by advertisement over the choice of a brand of blade.

120 respondents were less influenced and 56 respondents felt no impact of advertisement over the choice of a brand of blade.

We again, assign a score of 2 for much influence 1 for less influence and zero for no influence

Total score

$$= 2(80)+1(120)+0(56)$$

$$= 160+120+0$$

Total $=280$

$$\text{Mean score} = \frac{280}{256} = 1.09.$$

C. Influence of sellers advice over the choice of a brand of blade.

Income group/ degree of influence	Much	Less	Not at all
Below Rs. 1000	16	48	58
Rs. 1000-1500	9	15	41
Rs. 1500-2000	5	9	22
Over Rs. .2000	6	1	26
Total	36	73	147

Out of 256 respondents, 36 were much influnced by the seller advice over the choice of a particular brand of blade while 73 were less influenced and 147 repondents felt no influence of seller's advice over the choice of a particular brand of blade.

Again we assign a score of 2 for much influence 1 for less influence and zero for no influence.

Tatal score= 2(36)+1(73)+0(147)

= 72+73+0

Total = 145

Mean score $= \frac{145}{256} = 0.57$

INFERENCE

Of the three factors of influence , advertisement relatives and sellers advice , mean score of relatives is highest and is equal to 1.33.

Hence the hypothisis is rejected .

Therefore this hypothesis can be modified as follows.

Relatives is having greater impact over the choice of a particular brand of blade, followed by advertismeent and seller's advice.

Hypothesis V.

Con~~sumers do not~~ blieve in claims made in advertisement.

With reference to table no. 16 in appendices, the study shows that of the total respondents, 39.45 percent believe that claims made advertisment are truthful, 36.32 percent some what truthful, 10.93 percent Extremely truthful , 7.42 percent neither truthful nor misleading, 1.95 percnet misleading, 0.78 percent extremely misleading and also 3.12 percent do not have any opinion over the claims made in advertisement.

We may take the responses like extremely truthful, truthful and somewhat truthful as a sign of believing in claims made in advertisment . It comes out to be 86.7 percent . That means 86.7 percent believe in claims made in advertisement in some ways.

Hence the hypothesis is tested , stands incorrect and thus rejected.

Hypothesis-VI

Buyers are loyal to their brand irrespective of price.

Of the total respondent in the sample , 70.31 percent reported that the price of a particular brand of the blade does not influence the choice of the brand while 29.69 percent feel opposite to it . Hence the hypothesis mentioned above seems to be correct.

. The Hypothesis can be tested also by further breaking up of the data. table no.17 in the appendices. Can be further analysed to investigate opinion in different groups, 45.56 percent in the income group below Rs. 1000, 25.56 percent in the income group Rs. 1000-1500, 14.45 percent in the income group Rs. 1500-2000 and 14.45 percent in the income group above Rs. 2000 reported that price has no influence over the chloce of a brand.

This blief can be further strengthen by analysing the opinion of different brand users. With refer to table no. 19 in appendices, 45 percent of the Topaz users 5.56 percent of Erasmic users, 10.56 percent of the Erasmic Stainless Supreme users ,4.45 percent of New Swish Stainless users, 3.34 of the super swish users, 1.67 percent of the Super Max SII users, 12.23 percent of the Panama Super Silver stainless users, 1.67 percent of the Ashok Stainless blade users, 3.34 percent of Bharat users, 4.45 percent of Centivin Silver Stainless users and 1.67 percent of other brands users reported that the price has no influence over the choice of the brand of blade. Although in three cases the response is opposite, 3.34 percent of the Erasmic Super Silver blade suers reported that the price of has no influence over the choice of the brand of blade while 19.74 percent felt the impact of price over the choice of the brand of blade, 77.28 percent of the Savage users felt of the inmpact of price over the choice of brand and only 22.78 percent of the same brand users reported no influence of price over the choice, 100 percent of the Vincient super silver users reported the effect of price over the choice and 0.0 percent has no influence over the choice of a particular brand of blade.

Again further break up of the data on profession basis reveals the same pattern . Hence the hypothisis is tested & proved .

With reference to table no. 20 & 22 in appendices also strengthen this hypothesis , 82.81 percent of the respondent reported that they will remain loyal to their brand irrespective of price. Among them 76.89 percent of the consumer will not change their brand as other brand will not suit them and 23.11 percent reported that slight price rise is negligible for them.

Thus the conclusion warranted by these figures is that Buyers are loyal to their brand irrespective of prices.

Hence the hypothesis stands tested and accepted.

Hypothesis -VII

In case of blade, coating that gives smooth shave is most desired product attributes sought by the consumers.

Of the total respondents in the sample 56.25 percent ranked first to the coating that gives smooth shave 26.17 percent ranked first to the sharp edge and the rest 17.57 percent ranked first to the longer life.
Among the respondents, 30.07 percent rank second to the coating that gives smooth shave, 51.57 percent ranked sharp edge as second and 18,35 percent ranked second to longer life. Again 13.67 percent of the respondents reported their Third rank to coating that gives smooth shave 22.66 percent ranked third to the sharp edge and rest 64.06 percent of them ranked third to the longer life(see talbe no.24 in appendices)

Hence the above mentioned hypothesis seems to be correct.

Further break up of data on the basis of profession also strenghens the correctness of the hypothesis with reference to table no. 26.27.25 in a appendices shows the same pattern of attribute ranking Hence the hypothesis is proved and accepted.

HYPOTHESIS TESTING

SHAVING CREAM

Hypothesis -I

The state of using or not using shaving cream by beard Shaver is independent of the income group of the consumers.

Applying CHI -SQUARE TEST

Observed frequency

Income group/Response in Rs.	Yes	No	Total
Below Rs. 1000	89	33	122
Rs. 1000-1500	50	15	65
Rs. 1500-2000	29	7	36
Over Rs. 2000	29	4	33
Total	197	59	256

Expected frequency

Income group/Response in Rs.	Use	Do not use.
Below Rs. .1000	93.88	15.73
Rs. 1000-1500	50.02	14.98
Rs. 1500-2000	27.70	8.29
Over Rs. .2000	25.39	7.61

$$X^2 = \frac{(Fo - Fe)^2}{Fe}$$

$$= \frac{(89-93.88)^2}{93.88} + \frac{(50-50.02)^2}{50.02} + \frac{(29-27.70)^2}{27.70}$$

$$+ \frac{(29-25.39)^2}{25.39} + \frac{(33-15.73)^2}{15.73} + \frac{(15-14.98)^2}{14.98} + \frac{(7-8.29)^2}{8.29}$$

$$+ \frac{(4-7.61)^2}{7.61}$$

$$\frac{23.81}{93.88} + \frac{4.04}{50.01} + \frac{1.69}{27.70} + \frac{9.99}{25.39} + \frac{4.04}{14.98} +$$

$$\frac{1.67}{8.29} + \frac{13.03}{7.61}$$

$$0.26 + 0.08 + 0.06 + 0.39 + 0.27 + 0.20 + 1.71$$

x^2 =2.97(calculated value)

d_f =(c-1)(r-1)

=(2-1)(4-1)

= 1x3= 3.

Let us take level of

significance 5%

At degree of freedom (d_f)

3 and level of significance 5%

table value of x^2 = 7.82

$\therefore$ x^2 (table value)=7.82

x^2 (calculated value)=2.97

x^2(calculated)= 2.97 x^2(critical) = 7.82

CHI - SQUARE TEST

INFERENCES

The calculated value of X^2 is less than the critical value of X^2. Hence the null hypothesis is being accepted.

This means the state of using or not using the shaving cream is independent of the income group of the consumer.

Hence the hypothesis is accepted.

Hypothesis -II

Generally all the beared shaver use shaving cream.

With reference to table no. 28 and table no. 29 in appendices.

Of the total number of respondents 76.95 percent use shaving cream and 23.05 percent do not use shaving cream.

Further break up of the data also show the same pattern of use.

Income wise.

72.95 percent in the income group below Rs. 1000 use shaving cream while 27.05 percent in this income group.do not use shaving cream.

76.93 percent in the income group Rs. 1000-1500 use it and 23.08 percent under this category of income do not use shaving cream.

80.56 percent in the income group Rs.1500-2000 use shaving cream while 19.45 percent do not use it.

87.88 percent in the income group over Rs..2000 use shaving cream while 12.12 percent do not use it.

Profession wise

Refer to table no. 29 in appendices.

80 percent students, 94.45 percent doctors, 86.67 percent Engineers, 75.45 perdent doctors. 86.67 percent Engineers, 75.56 percent teachers, 75.56 percent businessmen and 62.79 percent. Government servant use shaving cream, while 37.21 percent government servant, 24.45 percent teachers, 24.45 percent businessmen, 20 percent students, 13.34 percent Engineers and 55 5.56 percent Doctors do not use shaving cream.

Hence the hypothesis is found to be correct and accepted.

HYPOTHESIS-III

Godreje is the most popular brand of shaving cream used by beared shaver.

Of the total sample 24.37 percent respondents were (Ref. Table-30) Godreje users while 18.78 percent palmolive lemon fresh users, 19.79 percent Erasmic Antiseptic users, 13.71 percent palmolive delux lather users,3.56 percent old spice users, 3.56 percent Nevia users, 3.05 percent Emami users, 3.05 percent lakme users,2.03 percent Erasmic lemon fresh users, . percent Monarch users, 2.03 percent pooja users,1.53 percent old psice lime fresh users, 1.01 percent cosmo users,1.01percent other brand users, o.50 percent Erasmic lime fresh users.

Further break up of data also strengthen this belief With reference to table no. 30 in appendices further break up of the data shows that Godreje is the most popular brand in comparision to other brands of shaving cream available in the market . It is equally papular in different income group. Of the total respondent belonging to the income group less than Rs. 1000, 21.35 percent were found using Godrej 22 percent were found using Godreje,in the income group Rs. 1000-1500,31.04 percent in the income group Rs.1500-2000 and 31.04 percent in the income group over Rs. 2000.

Profession wise break up of the data (see table no. 31 in appendices) shows the same pattern except in two cases, Godreje is not found to be such popular in cases of teachers and doctors.

Hence the conclusion warranted by these figures is that Godreje is the most popular brand among available brands of shaving cream in the market.

Hence the hypothesis stands correct and accepted.

HYPOTHESIS -IV

The state of using or not using the same brand of shaving cream by other members of the family is independent of the income group of the consumers.

Applying CHI-SQUARE test

Observed frequency

Income group/Response in Rs.	Use the same brand	Do not use the same brand	Total
Below Rs. 1000	55	34	89
Rs.1000-1500	29	21	50
Rs.1500-2000	16	13	29
Over Rs. 2000	19	10	29
Total	119	78	197

Expected frequency

Income groups/Response in Rs.	Use the same brand	Do not use the same brand.
Below Rs. 1000	53.76	35.23
Rs. 1000 -1500	30.20	19.79
Rs.1500-2000	17.51	11.48
Over Rs. 2000	17.57	11.48.

$$x^2 = \frac{(Fo-Fe)^2}{Fe}$$

$$= \frac{(55-53.76)^2}{53.76} + \frac{(29-30.20)^2}{30.20} + \frac{(16-17.57)^2}{17.51} + \frac{(19-17.51)^2}{17.51} + \frac{(34-35,23)^2}{35,23} +$$

$$\frac{(21-19.79)^2}{19.79} + \frac{(13-11.48)^2}{11.48} + \frac{(10-11.48)^2}{11.48}$$

$= 0.028+0.047 + 0.130 + 0.127 + 0.042 + 0.074 + 0.201+ 0.190$

$x^2 = 0.839$

df $= (c-1)(r-1)$

$=(2-1)(4-1)$

$=1x3$

$=3$

Level of significance(α)=0.05

x^2 = critical value=7.82

x^2 = Calculated value= 0.839

χ^2(Calculated) $= 0.84$ χ^2(Critical) $= 7.82$

CHI-SQUARE TEST

INFERENCES

The calculated value of X^2 is less than the critical value of X^2. This shows that using or not using the same brand by other family members is independent of the incom e group of the consumers.

Hence the above mentioned hypothesis is accepted.

Hypothesis-V

Purchase of a particular brand size of package of shaving cream is independent of the income group of the consumers.

Applying CHI-SQUARE test

Obseved frequencey.

income group/Response	Large	Small	Total
Below Rs. 1000	40	49	89
Rs. 1000-1500	38	12	50
Rs. 1500-2000	21	8	29
Over Rs. 2000	26	3	29
Total	125	72	197

Expected frequency

Income group/Response	Large	Small
Below Rs. 1000	56.47	32.52
Rs. 1000-1500	31.72	18.27
Rs. 1500-2000	18.40	10.59
Over Rs. 2000	18.40	10.59

$$x^2 = \frac{(Fo-Fe)^2}{Fe}$$

$$= \frac{(40-56.47)^2}{56.47} + \frac{(38-31.72)^2}{31.72} + \frac{(21-18.40)^2}{18.40} + \frac{(26-18.40)^2}{18.40}$$

$$+ \frac{(49-32.52)^2}{32.52} + \frac{(12-18.27)^2}{18.27} + \frac{(8-10.59)^2}{10.59} + \frac{(3-10.59)^2}{10.59}$$

$x^2 = 4.80 + 1.24 + 0.37 + 0.41 + 8.35 + 2.15 + 0.63 + 5.44$

$x^2 = 23.39$

df=(c-1)(r-1)

=(2-1)(4-1)

=1x3

=3

=0.05

x^2(Critical)=7.82

x^2(Calculated)=23.39

x^2(Calculated) = 23.39

x^2(Critical) = 7.82

CHI-SQUARE TEST

INFERENCES

The calculated value of X^2 is greater than the critical value of X^2, Thus the hypothesis is rejected . This shows that purchase of particular size of brand package of shaving cream is not independent of the income group of the consumers.

Hypothesis-VI

Advertisement is having greater impact followed by seller advice and relatives over the choice of a particular brand of shaving cream.

In order to test this hypothesis we have to rank these three factors of influence in descending order according to their influence. Let us first analyses separately.

A. Influence of advertisement over the choice of a particular brand of shaving cream.

Income group/degree of influence	Much	Less	Not at all
Below Rs. 1000	60	21	8
Rs. 1000-1500	36	10	4
Rs. 1500-2000	20	5	4
Over Rs. 2000	24	4	1
Total	140	40	17

Of the 197 respondents, 140 reported much influence of advertisement over the choice of a particular brand of shaving cream while 40 reported less influence. and 17 reported no influence.

Let us assign a score of 2 for much influence, 1 for less influence and zero for no.influence.

Total score= 2x(140)+ 1(40)+0(17)

=280 + 40+0

Total score= 320

Mean score= $\frac{320}{197}$

= 1.62

B. Influence of seller advice over the choice of a particular brand of shaving cream.

Income group/degree of influence	Much	Less	Not at all
Below Rs. 1000	30	18	41
Rs. 1000-1500	13	16	21
Rs. 1500-2000	10	15	4
Over Rs. 2000	7	12	10
Total	60	61	76

Again, we assign a score of 2 for much influence 1 for less influence and zero for no influence

Total Score= 2(60) + 1(61) + 0(76)

= 120+ 61 +0

Total Score = 181

Mean Score = $\frac{181}{197}$ = 0.92

C. Influence of Ralatives over the choice of a particular brand of shaving cream.

Income Group/Degree of influence	Much	Less	Not at all
Below Rs. 1000	12	35	42
Rs. 1000-1500	7	18	25
Rs. 1500-2000	6	13	10
Over Rs. 2000	4	10	15
Total	29	76	92

Again we assign a score of 2 for much influence, 1 for less influence and zero for no influence.

Total Score = 2(29)+ 1(76)+0(92)

= 58 + 76 +0

= 58 +76

Total score= 134

Mean score = $\frac{134}{197}$ = 0.68

INFERENCE

Mean score for influence of advertisment= 1.62

Mean score for influence of seller advice = 0.92

Mean score for influence of Ralations = 0.68

Here we find that the influence of advertise ment has larger mean score , hence greate impact over the choice of a particular brand of shaving cream followed by seller advice and relatives.

Hence this hypothesis is found correct and accepted.

Hypothesis-VII

Consumer donot believe in claims made in advertisement.

With reference to table no.42 in appendices the study shows that of the total number of respondents 38.59 percent believe that claims made in advertisement are truthful, 19.79 percent extremely truthful, 30.97 percent score what truthful, 4.06 percent misleading, 3.05 percent do not have any opinion over the craims made in advertisement, 2.03 percent neither truthful nor misleading and 1.53 percent extremly truthful .

We may take the responses like truthful, some what turuthful and extremely truthful as a sign of believing in claims made in advertisement. It comes out to be 89.35 percent . This mean 89.35 percent believe in claims made in advertisement.

Hence we arrive at the conclusion that consumers believe in claims made in advertisement . Therefore this hypothesis is rejected.

Hypothesis -VIII

Magzaines is the best media followed by newspaper prefered by most consumers among the non personnel influencing channel.

With feference to table no.44 in appendices, it is found that of the total number of respondents 44.67 percent of them are influenced to great extent by Magzine followed by 36.55 percent by newspaper, 7.61 percent by Radio/T.V. and 11.17 percent are greatly influenced by Cinema and other medias of advertisement.

Further break up of the data on the basis of profession and income shows the same pattern of influence refer talbe no. 45,46. Hence we can conclude that in case of shaving cream, Magzine is the best media of advertisement followed by newspaper preferred by most consumers among the non personnel influencing madias . Therefore this hypothisis is found correct and accepted.

Hypothesis IX

Buyers are loyel to their brand irrespactive of price.

Refer to table no. 47 in appendices

Of the total number of respondents in the sample, 68.35

Percent feel that the price of particular brand of shaving cream influence the choice of brand while 31.47 percent feel opposite to it . Hence the hypothesis mentioned above seems to be correct.

The hypothesis can be tested also by further breaking up of the data. Table no. 47 in the appendices can be further analysed to investigate opinion in different groups, 85.39 percent in the income group below Rs. 1000, 66 percent in the income group Rs. 1000-1500 , 48.28 percent in the income group Rs. 1500-2000 and 41.38 percent in the income group over Rs. 2000 reported that price has influence over the choice of a particular brand of shaving cream.

Refer to talbe 48 in appendices.

The analysis of professional groups shows that 87.5 percent students, 81.48 percent government servant, 58.83 percent teachers, 53.84percent Engineer, 52.94 percent businessmen and 29.41 percent doctors reported that price has impact over the choice of a brand.

This belief can be further strengthen by analysing the opinion of different brand users (with reference to table no. 49 in appendices) ,100 percent of each Monarch, Cosmo, Pooja, Emami users, 85.71 percent of Nevia users, 74.36 percent of Erasmic Antiseptic users, 75 percent of Erasmic Lemon fresh users, 74.07 percent of palmolive delux lather users, 62.16 percent of palmolive lemon fresh users, 71.43 percent of old spice users, 66.67 percent of old spice lime fresh users, 66.67 percent of lakme users, and 56 .25 percent of Godreje users reported that the price has influence over the choice of the brand of shaving cream.

With reference to table no. 50 in appendices, the analysis of the data further reinforce the investigation and testing of hypothesis ,76.65 percent of the respondents reported that if the price of their brand will increase in respect ot other brand, they would switch over to other brand while 23.33 percent will remain loyal to their own brand irrespective of price.

Besides this the analysis of the data on the basis of income, profession and brand also reveals the same pattern

(Refer to table no. 50,51,52) in appendices).

Hence the conclusion warranted by these figures is that buyers are not loyal to their brand irrespective of price . Therefore the hypothesis stands tested and proved incorrect .

Hence the above mentioned hypothesis is rejected.

Hypothesis -X

Rich foam is the most desired product attributes of shaving cream like Antiseptic characteristics, scented with masculline freshness, gliding action and longer lasting lather etc.

With reference to table no. 55 in appendices, it is found that of the total respondents, 64.46 percent of the respondents gave their first rank to rich foam followed by 21.32 percent to antiseptic charactiristics, 11.67 percent to scented, 1.01 percent to Gliding action and 1.52 percent to longer lasting lather.

Further break up of the data on the basis of professional groups (refer to table no. 56,57,58,59.60) also shows the same pat ern , 69.4 percent of students, 64.70percent teacher, 66.67 percent government servants, 61.53 percent Engineers, 58.82 percent Doctors and 55.89 percent Businessmen gave their first rank to rich foam .

Hence the hypothesis stands tasted and Proved . Therefore the above hypothesis is accepted .

Hypothesis -XI

Generally pepole use blade and shaving cream of the same company.

With reference to table 61 in appendices of the total respondents only 16.24 percent reported that they use blade and shaving cream of the same company .

Hence the above mentioned hypothesis seems to be incorrect.

Income wise (refer to table no.61 in appendices.) and profession wise (refer to table no. 62 in appendices.), break up of the data also strengthen the incrrectness of the hypothesis.

Hence the hypothesis is proved incorrect and finally rejected.

MARKETING

IMPLICATION

MARKETING IMPLICATION

CONCLUSION AND SUGGESTION

****

Characteristic and trends of Indian market is fastly changing into buyers market. Simultaneously, Indian firms are repidly leaving behind the old age philosophy and concept of "hard selling" and trying to become consumer consious and consumer oriented.

To cope with this situation a manufa ture marketing manager of blade and shaving cream. has to develope a mood an atmosphere, and espirit de corps reflecting the preeminence of the customer that permeats every hook and corner of the company. The Company and the management have to formulate their product policy and marketing strategy from the consumer point of view. So in this tough competative environment the first and foremost task of the organisation is to determine target market's needs, wants and value, finally develope such policies and strategies that deliver the desired satisfaction more effectively. In other words the organisation must know, how to produce better offers to the target market more effectively than its competitors. They must keep abreast of the changing needs, preferences and interests of the consumers and constantly revise and imporve the offers to the target market.

1. The mission of organisation is to stisfy a desired set of wants of a defined group of consumers.

2. In order to determine, identify and know these wants, there should be an active and integrated programme of marketing research.

3. The consumers loyally, patronage and favourable attitude can be achieved only when the company satisfy the consumers effectively.

Besides the interpretation and conclusion already drawn in the text of the report, it is found that income has no effect over the choice of a brand of blade and has least effect over the chice of a brand of shaving cream. Small changes in price has almost no impact over the purchase decision of consumers.

Product attributes.

The finding shows about the most important product attributes. In case of blade, coating that gives smooth shave, and sharp edge are desired by consumers. In case of shaving cream, Rich foam, Antiseptic Characteristics and Scented with masculine freshness are the desired product attributes by the consumers. So it is imperative or necessary for the marketer to produce blade ane Shaving cream with these attrributs in them. In this way he can capture the required target market share and can reap the benefits of maximising his profits.

The study of the relative importance of the attributes desired by different market segments helps the marketer to build the more popular attributes in his brand to achieve that market or segment of the market to which he is interested.

It is found through the survey that Rich foam, Antiseptic characterstic and scented with Masculine freshness (in case of Shaving Cream) coating that gives smooth shave and sharp edge are the most desired and popular product attributes by different section of Aligarh City. However, it is very difficult for a marketer to develope different brands constituting separate attributes because he can not direct his promotional programme separately to these groups in a closely knitted Society. During Survey, more than 70 percent of the respondents give their opinion that cream having all these three attributes will be preferred as we already use"after shave lotion or ointment". Therefore instead of resorting to differentiated marketing with severe product version it is better for the companies to produce one brand having with all these attributes catering to the needs of all segments.

Quality

In case of blade consumers are more quality conscious. They needs better quality than they are using presently. So companies should give quality product at reasonable price than its competitors.

Performance of the Product.

A manufactueer should ensure that what he claims in the advertisement should be proved by the performance of his brand so at least in case of blade, manufacturer should pay more attention to the performance of the brand as well as the claims of advertisement.

Advertising

Advertisement is one of the most important variable of marketing mix, operating in a constaintly changing environment. It plays a more significant role about the brand judgement or choice by bringing the various product attributes and its benefits to the consumers. In advertisement, the organisation should convey a precise objectives to ensure the effectiveness and success of advertising activities.

Magzine is the best media of advertisement that present the advertisement beautifuly, brings the attributes to the consumer knowledge, effectively. It can have more influence over the consumer than Radio/T.V. , Newspaper and Cinema and other medias.

Besides this manufacturer of blade and shaving cream sould also advertise through Newspaper ,as it is cheapest media with highest daily circulations reaches to majority of buyers.

In addition to the above media of advertisement manufacturer of both blade and shaving cream are suggested to distribute "leaflet", either through retailers or by hiring someone. As it has been found by Study that leaflet will be probe more effective because most of the consumers are not aware of other brands which are available at reasonable price than the competitors and also goods in quality.

<u>Retailer influence.</u>

Retailer influence is found to have an important contribution in influencing the purchase decision of a particular brand of shaving cream. So the function of retailers are more important . They should maintain stocks so that goods are availbale when required by the consumers. They are the best tools who can pass information about the brands to consumers and back to producers. Hence bhe retailer should be well motivated.

Continuity of supply

The continuty of supply play an important role in brand preference. The study shows that most consumers of Blade and Shaving Cream have change their respective brand mainly due to temporary shortage. At least in case of blade, consumer can not wait till his brand is available. The manufactuers of blade and shaving cream should maintain their supply position .

Apart from the problems involved in estimating the external changing market forces effecting sales (e.g. competitiive activity, economic climate, customer attitudes, trade pattern and government controls and policy) a marketer has to take into account the wide range of forces it can bring to bear in order to influence buying decisions.

APPENDICES

BIBLIOGRAPHY

Note :- All figures are percentages

2. Figures in the right hand corner are horizontal percentages and those in the left hand corner are vertical percentages.

3. Total may not agree due to approximation.

BLADE

Income group in Rs.	Studnets	Teachers	Businessmen	Govt. Servants	Doctors	Engineers	Total
Below Rs. 1000	67.21	7.38	12.29	10.66	0.82	1.64	100
	91.11	20	33.34	30.23	5.56	13.34	47.66
Rs. 1000-1500	7.69	27.69	23.08	23.08	7.69	10.77	100
	5.56	40	33-34	34.89	27.78	46.67	25.39
Rs. 1500-2000	8.34	19.45	19.45	27.78	16.67	8.34	100
	3.34	15.56	15.56	23.25	33.34	20	14.06
Over Rs 2000	-	33.34	24.25	15.16	18.19	9.09	100
	-	24.45	17.78	11.63	33.34	20	12.89
Total	35.16	17.58	17.58	16.79	7.03	5.86	100
	100	100	100	100	100	100	

TABLE NO

	Topaz Stainless	Erasmic Super Silver	Erasmic	Erasmic Stainless Supreme	New Swish Stainless	Super Swish	Savage	Super Max SII	Panama Super Silver Stainless	Ashok Stainless	Bharat	Centwin Silver Stainless	Vincent Silver Stainless	Other brands	Total	
Students	50	11.11	4.45	8.89	2.23	1.11	5.56	1.11	4.45	2.23	1.11	4.45	—	3.34		100
Teachers	43.68 / 22.23	47.61 / 8.89	40 / —	32 / 13.34	18.18 / 8.89	12.5 / 6.67	22.72 / 8.89	33.34 / 2.22	14.81 / 15.56	66.67 / 2.22	16.67 / 4.45	40 / 2.22	2.22	75 / 2.22	35.15	100
Businessmen	9.70 / 51.11	19.04 / 2.22	—	24 / 11.11	36.37 / 2.22	37.5 / 2.22	18.19 / 6.67	33.34 / 2.22	25.92 / 17.78	33.33	33.33	10 / 2.22	33.34 / 2.22	25	17.57	100
G. Servants	22.34 / 32.56	4.77 / 9.30	6.97	20 / 4.65	9.09 / 2.32	12.5 / 6.97	13.63 / 11.62	33.34	29.62 / 9.30	—	— / 6.97	10 / 6.97	33.34 / 2.32	—	17.57	100
Doctors	13.59 / 38.89	19.04 / 11.11	30 / 5.56	8 / 5.56	9.09 / 11.11	37.5	22.72 / 16.67	—	14.81 / 11.11	—	50	30	33.34	—	16.79	100
Engineers	6.79 / 26.67	9.52 / —	10 / 13.33	4 / 20	18.18 / 6.67	—	13.63 / 13.33	—	7.40 / 13.33	—	—	— / 6.67	—	—	7.03	100
Total	3.89 / 40.23	8.20	20 / 3.90	12 / 9.76	9.09 / 4.29	— / 3.12	9.09 / 8.59	— / 1.17	7.40 / 10.55	— / 1.17	— / 2.34	10 / 3.90	— / 1.17	— / 1.56	5.85	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

TABLE No 2

Income Group / Response in Rs	Topaz Stainless.	Erasmic Super Silver	Erasmic	Erasmic Stainless Supreme.	New Swish Stainless.	Super Swish	Savage.	Super Max SII	Panama Super Silver Stainless	Ashok Stainless	Bharat.	Centwin Silver Stainless	Vincent Super Silver	Other brands	Total
Below Rs 1000	46.73	9.01	2.46	9.01	3.28	2.45	4.09	0.81	9.01	1.63	3.28	4.91	0.81	2.46	100
	55.34	52.38	30	44	36.37	37.5	22.73	33.34	40.74	66.67	66.67	60	33.34	75	47.65
Rs 1000 - 1500	40	7.69	6.15	13.85	3.07	4.61	9.23	1.54	4.61	1.54	1.54	3.07	1.54	1.54	100
	25.24	23.08	40	36	18.19	37.5	27.28	33.34	11.11	33.33	16.67	20	33.34	25	25.39
Rs 1500 - 2000	36.12	5.56	8.34	8.34	8.34	—	19.45	—	11.11	—	—	2.78	—	—	100
	12.63	9.53	30	12	27.28		31.81		14.81			10			14.06
Over Rs 2000	21.22	9.09	—	6.06	6.06	6.06	12.13	3.03	27.28	—	3.03	3.03	3.03	—	100
	6.79	14.29		8	18.19	25	18.19	33.34	33.34		16.67	10	33.34		12.89
Total	40.23	8.20	3.90	9.76	4.29	3.12	8.59	1.17	10.55	1.17	2.34	3.90	1.17	1.56	100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Table No. 3

Income group/Response in Rs.	By testing different Brands	Incidentally	Privious Experience with the brands	Any other	Total
Below Rs. 1000	67.21	16.39	14.75	1.64	100
	49.10	40.81	58.06	22.23	47.65
Rs. 1000-1500	70.77	16.92	10.77	1.53	100
	27.55	22.45	22.58	11.11	25.39
Rs. 1500-2000	55.56	25	8.34	11.11	100
	11.98	18.37	9.68	44.45	14.06
Over Rs 2000	57.58	27.28	9.09	6.06	100
	11.38	18.37	9.68	22.23	12.89
Total	65.23	19.14	12.10	3.51	100
	100	100	100	100	

Table No. 4

	By testing different Brands	Incidentally	Previous Experience with the brands	Any other	Total
Students	67.78	17.78	12.23	2.23	100
	36.52	32.65	35.48	22.23	35.15
Teachers	66.67	22.23	11.11	-	100
	17.96	20.40	16.13	-	17.57
Businessmen	62.23	20	17.78	-	100
	16.77	18.37	25.80	-	17.57
G.Servants	60.47	20.93	13.95	4.65	100
	15.57	18.37	19.35	22.23	16.79
Doctors	66.67	11.11	5.56	16.67	100
	7.18	4.08	3.23	33.34	7.03
Engineers	66.67	20	-	13.34	100
	5.99	6.12	-	22.23	5.85
Total	65.23	19.14	12.10	3.51	100
	100	100	100	100	

TABLE No 2

	Topaz Stainless	Erasmic Super Silver.	Erasmic	Erasmic Stainless Supreme	New Swish Stainless.	Super Swish	Savage.	Super Max SII	Panama Super Silver Stainless.	Ashok Stainless.	Centwin Silver Stainless.	Vincent Super Silver.	Bharat	Other brands.	Total
	42.51	7.78	3.59	0.77	4.19	1.79	7.18	0.59	12.57	1.19	3.59	1.19	1.19	1.79	100
By Testing different brands.	68.93 34.69	61.90 8.16	60 2.04	72 6.12	63.64 6.12	37.5 8.16	54.55 14.28	33.34 4.08	77.78 6.12	66.67	60 6.12	66.67	33.34 2.04	75 2.04	65.23 100
Incidentally.	16.50 41.93	19.04 9.67	10 9.67	12 6.45	27.28 3.22	50 3.22	31.81 3.22	66.67	11.11 9.67	— 3.22	30	—	16.67 9.67	25	19.14 100
Previous experience with the brands.	12.62 22.23	14.28 11.11	30	8 22.23	9.09	12.5	4.54 22.23	—	11.11	33.34	— 11.11	— 11.11	50	—	12.10 100
Any other	1.94 40.23	4.76 8.20	— 3.90	8 9.76	— 4.29	— 3.12	9.09 8.59	— 1.17	— 10.54	— 1.17	10 3.90	33.34 1.17	— 2.34	— 1.56	3.51 100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Table No. 6

Income group/Response Rs.	Below 2 years	2-4 years	4-6 years	above 6 years	Total
Below Rs. 1000	27.87	43.45	18.03	10.65	100
	59.64	61.62	30.55	31.70	47.65
Rs. 1000-1500	15.38	29.24	36.92	18.46	100
	17.54	22.09	33.33	29.26	25.39
Rs. 1500-2000	16.66	19.45	38.88	25	100
	10.52	8.13	19.44	21.95	14.06
over Rs. 2000	21.21	21.21	36.37	21.21	100
	12.28	8.13	16.66	17.07	12.89
Total	22.26	33.59	28.12	16.01	100
	100	100	100	100	

Table No.7

	Below 2 years	2-4 years	4-6 years	above 6 years	Total
Students	32.22	45.56	15.56	6.66	100
	50.87	47.67	19.44	14.63	35.15
Teachers	11.11	31.11	35.56	22.23	100
	8.77	16.27	22.22	24.39	17.57
Businessmen	26.67	24.45	33.34	15.56	100
	21.05	12.79	20.83	17.07	17.57
G.Servant	13.95	32.56	32.56	20.93	100
	10.52	16.27	19.44	21.95	16.79
Doctors	16.67	27.78	33.34	22.23	100
	5.26	5.81	8.33	9.75	7.03
Engineers	13.34	6.67	46.67	33.34	100
	3.50	1.16	9.72	12.19	5.85
Total	22.26	33.59	28.12	16.01	100
	100	100	100	100	

Table No.8

Income Group/Response in Rs.	Yes	No.	Total
Below Rs. 1000	73.78	26.22	100
	48.12	46.37	47.65
Rs. 1000-1500	76.93	23.07	100
	26.74	21.74	25.39
Rs. 1500-2000	66.67	33.34	100
	12.84	17.39	14.06
Over Rs. 2000	69.69	30.30	100
	12.29	14.49	12.69
Total	73.05	26.95	100
	100	100	

Table No. 9

	Yes	No.	Total
Students	67.78	32.23	100
	32.62	42.02	35.51
Teachers	77.78	22.23	100
	18.71	14.40	17.57
Businessmen	73.34	26.67	100
	17.65	17.39	17.57
G.Servants	95.35	4.65	100
	21.92	2.89	16.79
Docters	50	50	100
	4.81	13.04	7.03
Engineers	53.34	46.67	100
	4.28	10.15	5.85
Total	73.05	26.95	100
	100	100	

Table No. 10

If Yes, Why ?

Income group/Response Rs.	Change in price	Temporary Shortage	Introduction of better brand	Any other	Total
Below Rs. 1000	17.76	47.77	32.22	2.23	100
	57.14	47.25	45.31	50	48.12
Rs. 1000-1500	16	42	38	4	100
	28.58	23.07	29.68	50	26.73
Rs. 1500-2000	8.34	45.84	45.84	-	100
	7.14	12.08	17.18	-	12.83
Over Rs. 2000	8.69	69.56	21.74	-	100
	7.14	17.58	7.81	-	12.29
Total	14.97	48.66	34.22	2.13	100
	100	100	100	100	

Table No. 11

	Change in price	Temporary shortage	Introduction of better brand	Any other	Total
Students	11.47	50.81	34.42	3.27	100
	25	34.06	32.81	50	32.62
Teachers	11.42	60	25.71	2.85	100
	14.28	23.07	14.06	25	18.71
Businessmen	12.12	54.55	33.34	-	100
	14.28	19.78	17.18		17.6
G.Servant	26.82	34.15	36.58	2.43	100
	39.28	15.38	23.43	25	21.92
Doctors	25	37.5	37.5	-	100
	7.14	3.29	4,68		4.27
Engineers	-	44.45	55.56	-	100
	-	4.39	7.81		4.81
Total	14.97	48.66	34.22	2.13	100
	100	100	100	100	100

Table No. 12

Income group/Response in Rs.	Yes	No.	Total
Below Rs.1000	87.73	16.27	100
	50	36.84	47.25
Rs.1000-1500	71.42	28.57	100
	20.83	31.57	23.07
Rs.1500-2000	81.81	18.19	100
	12.5	10.52	12.08
Over Rs. 2000	75	25	100
	16.67	21.05	17.58
Total	79.12	20.87	
	100	100	

Table No. 13

	Yes	No.	Total
Students	80.64	19.35	100
	34.73	31.58	34.06
Teachers	76.19	23.80	100
	22.23	26.32	23.07
Businessmen	83.35	16.66	100
	20.84	15.78	19.78
G.Servants	71.42	29.57	100
	13.89	21.05	15.38
Docters	100	-	100
	4.17	-	3.29
Engineers	75	25	100
	4.17	5.27	4.39
Total	79.12	20.87	100
	100	100	

Table No. 14

	Yes	No.	Total
Topaz Stainless	77.28	22.73	100
	23.61	23.60	24.18
Erasmic Super Silver	100	-	100
	5.56	-	4.39
Erasmic	66.67	33.34	100
	2.78	4.76	3.29
Erasmic Stainless Supreme	81.82	18.19	100
	12.5	9.53	12.08
New Swish Stainless	75	25	100
	4.17	4.76	4.39
Super Swish	33.34	66.67	100
	1.39	9.53	3.29
Savage	87.5	12.5	100
	9.73	4.76	8.79
Super Max SII	50	50	100
	1.39	4.76	2.19
Panama Super Silver Stainless	78.57	21.43	100
	15.28	14.29	15.39
Ashok Stainless	100	-	100
	1.39	-	1.09
Bharat	83.34	16.67	100
	6.95	4.76	6.59
Centwin Silver stainless	75	25	100
	8.34	9.53	8.79
Vencent super silver	100	-	100
	4.17	-	3.29
Others	100	-	100
	2.78	-	2.19
Total	79.12	20.87	100

Table -15

Income group/Response in Rs.	Extremely truthful	Somewhat truthful	Truthful	Mis leading	Extremely mislead-ing	Neither mislead ing nor truthful	Do not know	Total
Below Rs. 1000	9.84	35.24	36.89	3.28	1.64	10.66	2.46	100
	42.85	46.23	44.56	80	100	68.42	37.5	47.65
Rs.1000-1500	10.77	33.85	47.69	1.53	-	3.07	3.07	100
	25	23.65	30.69	20	-	10.52	25	25.39
Rs.1500-2000	11,11	36.11	38.89	-	-	8.34	5.56	100
	14.28	13.98	13.86	-	-	15.79	25	14.06
OverRs.2000	15.15	45.46	33.34	-	-	3.03	3.03	100
	17.85	16.13	10.89	-	-	5.26	12.5	12.89
Total	10.93	36.32	39.45	1.95	0.78	7.42	3.12	100
	100	100	100	100	100	100	100	

Table No.16

	Extremely truthful	Somewhat truthful	Truthful	Mis leading	Extremely mislead-ing	Neither mislead ing nor truthful	Do not know	Total
Students	10	30	40	2.23	1.11	11.11	5.56	100
	32.14	29.03	35.64	40	50	71.43	62.5	35.15
Teachers	11.11	46.67	42.23	-	-	-	-	100
	17.66	22.58	18.81	-	-	-	-	17.57
Businessmen	11.11	33.34	28.89	4.45	-	15.56	6.67	100
	17-86	16.13	12.87	40	-	36.84	37.5	17.57
G.Servants	9.30	53.49	32.56	2.32	2.32	-	-	100
	14.29	24.73	13.86	20	50	-	-	16.79
Doctors	11.11	27.78	50	-	-	11.11	-	100
	7.14	5.37	8.91	-	-	10.52	-	7.03
Engineers	20	13.34	66.67	-	-	-	-	100
	10.71	2.15	9.90	-	-	-	-	5.65
Total	10.93	36.32	39.45	1.95	0.78	7.42	3.12	100
	100	100	100	100	100	100	100	

Table No. 17

Income group/ Response in Rs.	Yes	No.	Total
Below Rs. 1000	32.79	67.21	100
	52.64	45.56	47.65
Rs. 1000-1500	29.24	70.77	100
	25	25.56	25.39
Rs. 1500 -2000	27.78	72.23	100
	13.15	14.45	14.06
Over Rs. 2000	21.21	78.79	100
	9.21	14.45	12.89
Total	29.69	70.31	100
	100	100	

Table -18

	Yes	No	Total
Students	33.34	66.67	100
	39.47	33.34	35.15
Teachers	24.45	75.56	100
	14.47	16.12	17.57
Businessmen	33.34	66.67	100
	19.73	18.89	17.57
G.Servant	27.90	72.09	100
	15.79	17.23	16.79
Doctors	16.67	83.34	100
	3.95	8.34	7.03
Engineers	33.34	66.67	100
	6.58	5.56	5.85
Total	29.69	70.31	100
	100	100	

Table No. 19

	Yes	No.	Total
Topaz Stainless	21.36 28.95	78.64 45	100 40.23
Erasmic Super Silver	71.43 19.74	28.57 3.34	100 8.20
Erasmic	- -	100 5.56	100 3.90
Erasmic Stainless Supreme	24 7.89	76 10.56	100 9.77
New Swish stainless	27.28 3.95	72.73 4.45	100 4.29
Super Swish	25 2.63	75 3.34	100 3.12
Savage	77.28 22.37	22.73 2.78	100 8.59
Super Max SII	- -	100 1.67	100 1.17
PanamaSuper Silver stainless	18.52 6.58	81.48 12.23	100 10.55
Ashok Stainless	- -	100 1.67	100 1.17
Bharat	- -	100 3.34	100 2.34
Centwin Silver stainless	20 2.63	80 4.45	100 3.90
Vincent Super Silver	100 3.95	- -	100 1.17
Others	25 1.31	75 1.67	100 1.56
Total	29.69 100	70.31 100	100

Table No.20

Income group/Response in Rs.	Yes	No.	Total
Below Rs. 1000	20.49	79.50	100
	56.81	45.76	47.65
Rs.1000-1500	18.48	81.54	100
	27.27	25	25.39
Rs.1500-2000	13.89	86.11	100
	11.37	14.62	14.06
Over Rs. 2000	6.06	93.94	100
	4.55	14.62	12.89
Total	17.19	82.81	100
	100	100	

Table No. 21

	Yes	No	Total
Students	14.45	85.56	100
	29.55	36.32	35.15
Teachers	20	80	100
	20.46	16.98	17.57
Businessmen	20	80	100
	20.46	16.98	17.57
G.Servants	18.60	81.39	100
	18.18	16.51	16.79
Doctors	11.12	88.89	100
	4.55	7.55	7.03
Engineers	20	80	100
	6.81	5.66	5.85
Total	17.19	82.81	100
	100	100	

Table No. 22

Income group/Response Rs.	If Yes ,Why? Price goes up beyond your reach	Other brands become cheaper	Any other	Total	If No,Why? Other brand will not suit you	Slight price rise is negligible	Total
Below Rs. 1000	64	36	-	100	72.16	27.83	100
	84.21	37.5		56.81	42.94	55.10	45.75
Rs. 1000to1500	16.67	75	8.34	100	77.36	22.64	100
	10.52	37.5	100	27.28	25.15	24.49	25
Rs. 1500-2000	20	80		100	80.65	19.35	100
	5.26	16.67		11.37	15.34	12.25	14.62
Over Rs. 2000	-	100	-	100	87.09	12.90	100
		8.34		4.55	16.56	8.16	14.62
Total	43.19	54.55	2.28	100	76.89	23.11	100
	100	100	100	100	100	100	

Table No.23

Income group/Response Rs.	If Yes, Why ? Price goes up beyond your reach	Other brands become cheaper	Any other	Total	If No. Why ? Other brand will not suit you	Slight price rise is negligible	Total
Students	46,15	53.85	-	100	74.03	25.97	100
	31.58	29.17		29.55	34.97	40.82	36.32
Teachers	55.56	44.45		100	83.34	16.67	100
	26.31	16.67	-	20.46	18.40	12.25	16.98
Businessmen	22.23	77.78		100	72.23	27.78	100
	10.52	29.17	-	20.46	15.59	20.40	16.98
G.Servants	78.	25	-	100	80	20	100
	31.58	8.34		18.19	17.18	14.28	16.50
Doctors	-	50	50	100	81.25	18.75	100
		4.17	100	4.55	7.98	6.12	7.55
Engineers		100		100	75	25	100
	-	12.5		6.81	5.52	6.12	5.66
Total	43.18	54.55	2.28	100	76.89	23.11	100
	100	100	100	100	100	100	100

Table No. 24

RANKING OF ATTRIBUTES

Rank Attributes	First Rank	Second Rank	Third Rank
Coating that gives smooth shave	56.25	30.07	13.67
Sharp edge	26.17	51.57	22.26
Longer life	17.57	18.35	64.06
Total	33.34	33.34	33.34
	100	100	100

Table No. 25

FIRST RANK

	Coating that gives smooth shave	Sharp edge	Longer life	Total
Students	63.34	22.23	14.45	100
	39.58	29.85	28.89	35.15
Teachers	68.89	20	11.12	100
	21.53	13.43	11.11	17.57
Businessmen	44.45	28.89	26.67	100
	13.89	19.40	26.67	17.57
G.Servants	41.86	32.56	25.58	100
	12.5	20.89	24.45	16.79
Doctors	55.56	33.34	11.11	100
	6.95	8.95	4.45	7.03
Engineers	53.34	33.34	13.34	100
	5.56	7.46	4.45	5.85
Total	56.25	26.17	17.57	100
	100	100	100	

TABLE NO. 26

SECOND RANK

	Coating that gives smooth ahave	Sharp edge	Longer life	Total
Students	24.45	56.67	18.89	100
	28.57	38.64	36.17	35.15
Teachers	24.45	60	15.56	100
	14.29	20.46	14.8	17.57
Businessmen	35.56	44.45	20	100
	20.78	15.16	19.15	17.57
G.Servants	37.20	44.18	18.60	100
	20.78	14.39	17.02	16.79
Doctors	38.89	44.45	16.67	100
	9.09	6.06	6.38	7.03
Engineers	33.34	46.67	20	100
	6.49	5.30	6.38	5.85
Total	30.07	51.57	18.36	100
	100	100	100	

TABLE NO. 27

THIRD RANK

	Coating that gives smooth shave	Sharp edge	Longer life	Total
Students	12.23	21.12	66.67	100
	31.43	33.34	36.59	35.15
Teachers	6.67	20	73.34	100
	8.57	15.79	20.12	17.57
Businessmen	20	26.67	53.34	100
	25.71	21.05	14.63	17.57
G.Servants	20.93	23.26	55.81	100
	25.71	17.54	14.63	16.79
Doctors	5.56	22.23	72.23	100
	2.86	7.01	7.92	7.03
Engineers	13.34	20	66.67	100
	5.61	5.26	6.09	5.85
Total	13.67	22.26	64.06	100
	100	100	100	

SHAVING CREAM

Income group in Rs.	Students	Teachers	Businessmen	Vovt.Servants	Doctors	Engine rs	Total
Below Rs 1000	71.91	7.87	11.24	5.62	1.12	2.28	100
	88.89	20.59	29.41	18.51	5.89	15.38	45.18
Rs.1000-1500	10	24	22	22	10	12	100
	6.95	35.29	32.35	40.74	29.41	46.15	25.38
Rs.1500-2000	10.36	20.69	20.69	24.18	17.24	6.89	100
	4.17	17.65	17.65	25.93	29.41	15.38	14.72
Over 2000	-	31.03	24.14	13.79	20.69	10.34	100
	-	26.47	20.59	14.81	35.29	23.07	14.72
Total	36.55	17.26	17.26	13.71	8.63	6.59	100
	100	100	100	100	100	100	100

Table No. 28

Income Group/Response in Rs.	Yes	No.	Total
Below Rs. 1000	72.95	27.05	100
	45.18	55.93	47.66
Rs.1000-1500	76.93	23.08	100
	25.38	25.24	25.39
Rs.1500-2000	80.56	19.45	100
	14.72	11.87	14.06
Over Rs. 2000	87.88	12.12	100
	14.72	6.78	12.89
Total	76.95	23.05	100
	100	100	100

Table No. 29

	Yes	No.	Total
Students	80. 36.55	20 30.15	100 35.16
Teachers	75.56 17.26	24.45 18.65	100 17.58
Businessmen	75.56 17.26	24.45 18.65	100 17.58
G.Servants	62.79 13.71	37.21 27.12	100 16.79
Doctors	94.45 8.63	5.56 1.69	100 7.03
Engineers	86.67 6.59	13.34 3.39	100 5.86
Total	76.95 100	23.05 100	100 100

Table no 30

Income group/Response	Erasmic Antiseptic	Erasmic Lemon fresh.	Erasmic Lime fresh.	Palmolive delux Lather	Palmolive Lemon fresh.	Godreje	Old Spice	Old Spice Lime fresh	Nevia	Lakme	Monarch	Cosmo	Pooja	Emami	Other brands	Total
Below Rs 1000	19.10	2.25	1.13	13.49	14.60	21.35	—	1.13	5.62	3.37	3.37	2.25	3.37	6.75	2.25	100
Rs 1000 - 1500	43.59 18	50 —	100 —	44.45 16	35.14 26	37.59 22	8	33.34 2	71.43 4	50	75 2	100	75 2	100	100	45.18 100
Rs 1500 - 2000	23.08 20.69	3.45	—	29.63 17.24	35.14 20.69	22.92 31.04	57.14 3.45	33.34 3.45	28.57	—	25	—	25	—	—	25.38 100
Over Rs 2000	15.38 24.14	25 3.45	—	18.51 6.89	16.21 17.24	18.75 31.04	14.29 6.89	33.34	—	— 10.35	—	—	—	—	—	14.72 100
Total	17.95 19.79	25 2.03	0.50	7.41 13.71	13.52 18.78	18.75 24.37	28.57 3.56	— 1.53	— 3.56	50 3.05	— 2.03	— 1.01	— 2.03	— 3.05	— 1.01	14.72 100
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TABLE No 31

	Erasmic Antiseptic	Erasmic Lemon fresh.	Erasmic Lime fresh.	Palmolive de lux Lather	Palmolive Lemon fresh	Godreje	Old Spice	Old Spice Lime fresh	Nevia	Lakme	Monarch	Cosmo	Pooja	Emami	Other brands	Total	
	12.5	2.78		12.5	15.29	27.78	1.39	1.39	5.56	4.17	2.78		4.17	6.95	2.78		100
Students			—									—					
	23.08	50		33.34	29.73	41.67	14.29	33.34	57.14	50	50		75	83.34	100	36.55	100
	11.77	5.89		17.65	29.41	26.47	8.83										
Teachers.			—					—	—	—	—	—	—	—	—		
	10.26	50		22.23	27.03	18.75	42.86									17.26	100
	32.35		2.94	8.83	17.65	23.53	2.94		2.94	2.94	2.94			2.94			
Businessmen		—						—				—	—		—		
	28.20		100	11.12	16.21	16.67	14.29		14.29	16.67	25			16.67		17.26	100
	29.63			14.81	22.23	25.93			3.70			3.70					
G. Servants		—	—				—	—		—	—		—	—	—		
	20.51			14.82	16.21	14.59			14.29			50				13.71	100
	29.41			23.53	17.65	11.77	5.88	5.88		5.88							
Doctors		—	—						—		—	—	—	—	—		
	12.82			14.82	8.10	4.17	14.29	33.34		16.67						8.63	100
	15.39			7.69	7.69	15.39	7.69	7.69	7.69	7.69	7.69	7.69	7.69				
Engineers		—	—											—	—		
	5.13			3.70	2.70	4.17	14.29	33.34	14.29	16.67	25	50	25			6.59	100
	19.79	2.03	0.50	13.71	18.78	24.37	3.56	1.53	3.56	3.05	2.03	1.01	2.03	3.05	1.01		
Total																	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Table No. 32

Income group/Response in Rs.	Yes	No.	Total
Below Rs.1000	61.79	38.20	100
	46.81	43.59	45.18
Rs.1000-1500	58	42	100
	24.36	26.92	25.38
Rs.1500-2000	55.17	44.82	100
	13.45	16.67	14.72
Over Rs.2000	65.51	34.48	100
	15.97	12.82	14.72
Total	60.41	39.59	100
	100	100	100

Table No. 33

	Yes	No	Total
Students	48.61	51.39	100
	29.41	47.43	36.55
Teachers	67.65	32.35	100
	19.32	14.10	17.26
Businessmen	70.59	29.41	100
	20.16	12.82	17.26
G.Servants	81.48	18.51	100
	18.48	6.41	13.71
Doctors	41.17	58.82	100
	5.89	12.82	8.63
Enginers	61.54	38.46	100
	6.73	6.41	6.59
Total	60.41	39.59	100
	100	100	100

Table No. 34

	Yes	No.	Total
Erasmic Antiseptic	61.54	38.46	100
	20.17	19.23	19.79
Erasmic Lemon fresh	75	25	100
	2.52	1.28	2.03
Erasmic lime fresh	100	-	100
	0.84	-	0.50
Malmolive delux leather	62,96	37,03	100
	14.29	12,82	13.71
Palmollive lemon fresh	54.05	45.95	100
	16.81	21.79	18.78
Godreje	62.5	37.5	100
	25.21	23.07	24.36
Old Spice	71.43	28.57	100
	4.20	2.56	3.56
Old Spice Lime fresh	66.67	33.34	100
	1.68	1.28	1.52
Nevia	42.86	57.14	100
	2.52	5.13	3.55
Lakme	66.67	33.34	100
	3.36	2,56	3.04
Monarch	75	25	100
	2.52	2.56	2.03
Cesmo	-	100	100
	-	1.28	1.01
Pooja	50	50	100
	1.68	2.56	2.03
Emami	83.34	16.67	100
	4.20	1.28	3.04
Others	-	100	100
	-	2.56	1.01
Total	60.41	39.59	100
	100	100	100

Table No. 35

Income group/Response in Rs.	Large	Small	Total
Below Rs. 1000	44.94	55.06	100
	32	68.06	45.18
Rs. 1000-1500	76	24	100
	30.4	16.67	25.38
Rs. 1500-2000	72:41	27:59	100
	16.8	11.12	14.72
Over Rs. 2000	89.65	10.35	100
	20.8	4.17	14.72
Total	63.45	36.55	100
	100	100	100

Table No. 36

	Large	Small	Total
Students	40.28	59.73	100
	23.2	59.73	36.55
Teachers	79.41	20.59	100
	21.6	9.73	17.26
Businessmen	88.23	11.75	100
	24	5.56	17.26
G.Servants	59.26	40.74	100
	12.8	15.28	13.71
Doctors	76.47	23.52	100
	10.4	5.56	8.63
Engineers	76.92	23.08	100
	8	4.17	6.59
Total	63.45	36.55	100
	100	100	100

Table No. 37

	Large	Small	Total
Erasmic Antiseptic	58.98	41.02	100
	18.4	22.23	19.79
Erasmic Lemon fresh	50	50	100
	16	2.78	2.03
Erasmic Lime fresh	-	100	100
	-	1.39	0.50
Palmolive delux lather	55.56	44.45	100
	12	16.67	13.71
Palmolive Lemon fresh	43.24	56.76	100
	12.8	29.17	18.78
Godreje	72.92	27.08	100
	28	18.06	24.36
Old spice	100	-	100
	5.6	-	3.56
Old spice lime fresh	100	-	100
	2.4	-	1.52
Nevia	100	-	100
	5.6	-	3.55
Lakme	100	-	100
	4.8	-	3.04
Monarch	50	50	100
	1.6	2.78	2.03
Cosmo	50	50	100
	0.8	1.39	1.01
Pooja	25	75	100
	0.8	4.17	2.03
Emami	100	-	100
	4.8	-	3.04
Others	50	50	100
	0.8	1.39	1.01
Total	63.45	36.55	100
	100	100	100

TABLE No.38

Income group/ Response	Yes	No	Total
Below Rs.1,000	65.16 40.55	34.83 57.40	100 45.18
Rs. 1,000 - 1,500	74 25.87	26 24.07	100 25.38
Rs. 1,500 - 2,000	86.20 17.48	13.79 7.40	100 14.72
Over Rs. 2,000	79.31 16.08	20.68 11.11	100 14.72
Total	72.59 100	27.42 100	100 100

TABLE No. 39

/	Yes	No	Total
Students	63.88	36.11	100
	32.16	48.14	36.55
Teacher's	64.70	35.29	100
	15.38	22.23	17.26
Businessman	79.41	20.58	100
	18.88	12.96	17.26
Gvt. Servants	92.59	7.07	100
	17.48	3.70	13.71
Doctors	82.35	17.64	100
	9.79	5.56	8.63
Engineer's	69.23	30.76	100
	6.29	7.40	6.59
TOTAL	72.59	27.42	100
	100	100	100

TABLE No . 40

Income group/ Response	Change in Price	Temporary Shortage	Introduction of better brand	Other's	Total
Below Rs.1,000	22.47 47.61	41.57 53.62	33.70 37.5	2.25 33.34	100 45.18
Rs.1,000-1,500	30 35.71	26 18.84	42 26.25	2 16.67	100 25.38
Rs.1,500-2,000	13.79 9.52	31.03 13.04	48.28 17.5	6.89 33.34	100 14.72
Over Rs.2,000	10.35 7.14	34.49 14.49	51.73 18.75	3.45 16.67	100 14.72
TOTAL	21.32 100	35.02 100	40.60 100	3.05 100	100 100

TABLE No. 41

/	Change in Price	Temporary Shortage	Introduction of better brand	Other's	Total
Students	16.67	41.67	38.89	2.78	100
	28.57	43.48	35	33.34	36.55
Teacher's	17.65	29.41	50	2.94	100
	14.29	14.49	21.25	16.67	17.26
Businessman	29.41	26.47	41.18	2.94	100
	23.80	13.04	17.5	16.67	17.26
Govt.Servants	29.63	37.03	33.34	-	100
	19.05	14.49	11.25	-	13.71
Doctor's	23.53	35.29	35.29	5.89	100
	9.52	8.69	7.5	16.67	8.63
Engineer's	15.38	30.77	46.15	7.69	100
	4.76	5.79	7.5	16.67	6.59
TOTAL	21.32	35.02	40.60	3.05	100
	100	100	100	100	100

Table No. 42.

Income group/ in Rs. Response	Extremely truthful	Somewhat truthful	Truthful	Misleading	Extremely misleading	Do not know	Neither misleading nor truthful	Total
Below Rs. 1000	11.24	29.21	42.69	5.61	2.24	5.61	3.37	100
	25.64	42.63	50	62.5?	66.67	83.33	75	45.18
Rs. 1000-1500	32	28	36	-	-	.2	2	100
Rs.	41.02	22.95	23.69	-	-	16.67	25	25.38
Rs1500-2000	24.13	34.48	34.48	6.89	-	-	-	100
	17.95	16.39	13.15	25	-	-	-	14.72
Over Rs. 2000	20.68	37.93	34.48	3.44	3.44	-	-	100
	15.39	28.20	13.15	12.5	33.34	-	-	14.72
Total	19.79	30.97	38.59	4.06	1.53	3.05	2.03	100
	100	100	100	100	100	100	100	

Table No. 43

	Extremely truthful	Somewhat truthful	Truthful	Musleading	Extremely misleading	Neither mislead ing nor truthful	Do not now	Total
Students	15.28	30.56	34.73	6.95	2.78	4.17	5.56	100
	28.20	36.07	32.89	62.5	66.67	75	66.67	36.55
Teachers	26.47	20.59	47.06	2.94	2.94	-	-	100
	23.08	11.48	21.05	12.0	33.34	-	-	17.26
Businessmen	23.53	41.18	29.41	-	-	2.94	2.94	100
	20.52	22.95	13.16	-	-	25	16.67	17.26
G.Servants	22.23	33.34	40.74	3.70	-	-	-	100
	15.39	14.76	14.47	12.05	-	-	-	13.70
Doctors	11.76	35.29	47.04	5.89	-	-	-	100
	5.13	9.84	10.53	12.05	-	-	-	8.63
Engineers	23.07	23.07	46.15	-	-	-	7.69	100
	7.69	4.92	7.89	-	-	-	16.67	6.59
Total	19.79	30.96	38.58	4.06	1.53	2.03	3.05	100
	100	100	100	100	100	100	100	100

Table No. 44

MEDIA	CREAT EXTENT	MODERATE EXTENT	SLIGHT EXTENT	NOT AT ALL
News paper	36.55	44.16	16.24	4.57
Magzines	44.67	35.53	14.72	3.56
Radio /T.V.	7.61	7.61	27.92	56.85
Cinema and others	11.17	12.69	41.11	35.02
	25	25	25	25
	100	100	100	100

TABLE No 46

	Great Extent A	Great Extent B	Great Extent C	Great Extent D	Moderate Extent A	Moderate Extent B	Moderate Extent C	Moderate Extent D	Slight Extent A	Slight Extent B	Slight Extent C	Slight Extent D	Not at All A	Not at All B	Not at All C	Not at All D	Total
	38.89	47.23	5.56	8.34	44.45	37.5	4.17	13.89	11.11	12.5	25	51.39	5.56	2.78	65.28	26.39	100
Students	38.89 35.29	38.64 44.11	26.67 11.76	27.28 8.82	36.78 41.18	38.57 32.35	20 11.76	40 14.70	27.59 23.53	28.12 14.70	32.73 32.35	45.68 29.41	44.45	28.57 8.82	41.96 44.11	27.54 47.06	36.55 100
Teachers	16.67 38.23	17.05 47.06	26.67 8.82	13.64 5.89	16.67 41.18	15.71 29.41	26.67 17.65	20 11.76	27.59 14.70	15.63 20.59	20 41.18	12.35 23.53	– 5.89	42.86 2.94	13.39 32.35	23.19 58.82	17.26 100
Businessmen	18.06 29.63	18.18 33.34	20 11.12	9.09 25.92	16.67 37.03	14.29 44.45	40 7.40	16 11.12	17.24 22.23	21.88 18.51	25.46 25.92	9.88 33.34	22.23 11.12	14.28 3.70	9.82 55.56	28.98 29.63	17.26 100
G. Servants	11.12 41.18	10.23 52.94	20	31.81 5.89	11.49 58.82	17.14 29.41	13.34	12 11.76	20.69	15.63 17.65	12.73 29.41	11.13 52.94	33.34	14.28	13.39 70.59	11.59 29.41	13.70 100
Doctors	9.73 30.77	10.23 38.46	– 7.69	4.55 23.08	11.49 53.85	7.14 38.46	–	8 7.69	– 15.38	9.38 23.08	9.09	11.11 61.54	–	–	10.71 92.30	7.25 7.69	8.63 100
Engineers	5.56 36.55	5.68 44.67	6.67 7.61	13.64 11.17	8.05 44.16	7.14 35.33	– 7.61	4 12.69	6.89 16.24	9.38 14.72	– 27.91	9.88 41.11	– 4.57	– 3.56	10.71 56.85	1.45 35.02	6.59 100
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

N.B.: A = Newspaper
B = Magzine
C = T.V. / Radio
D = Cinema and other medias.

TABLE No 45

Income group / Response	Great Extent				Moderate Extent				Slight Extent				Not at all				Total
	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
	50.56	35.96	3.37	10.12	24.71	47.19	7.86	20.23	16.85	11.24	32.58	39.33	7.87	5.6	56.17	30.34	
Below Rs 1000	62.5 30	36.37 40	20 10	40.90 20	25.29 60	60 30	46.67 6	72 4	51.72 6	31.25 26	52.73 32	43.21 36	77.78 4	71.43 4	44.64 52	39.13 40	
Rs 1000 - 1500	20.84 27.57	22.73 58.62	33.34 10.35	45.46 3.45	34.48 51.72	21.43 24.13	20 6.89	8 17.24	10.35 20.69	40.63 17.24	29.09 17.24	22.23 44.82	22.23 —	28.57 —	23.21 65.51	28.99 34.48	
Rs 1500 - 2000	11.11 13.79	19.32 65.51	20 13.79	4.55 6.89	17.24 68.97	10 20.69	13.34 10.35	20 —	20.69 17.24	15.63 13.79	9.09 17.24	16.05 51.72	—	—	16.96 58.62	14.49 41.38	
Over Rs 2000	5.56 36.55	21.59 44.67	26.67 7.61	9.09 11.17	22.99 44.16	8.57 35.33	20 7.61	12.69	17.24 16.24	12.5 14.72	9.09 27.92	18.51 41.11	4.57	3.56	15.18 56.85	17.39 35.02	
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

N.B. A = Newspaper
B = Magzine.
C = T.V. / Radio.
and D = Cinema and other medias.

Table No. 47

Income group/Response Rs.	Yes	No.	Total
Below Rs. 1000	85.39	14.61	100
	56.29	20.97	45.18
Rs. 1000-1500	66	34	100
	24.45	27.42	25.38
Rs. 1500-2000	48.28	51.73	100
	10.37	24.19	14.72
Over Rs. 2000	41.38	58.62	100
	8.89	27.42	14.72
Total	68.35	31.47	100
	100	100	100

Table No. 48

	Yes	No.	Total
Students	87.5	12.5	100
	46.67	14.52	36.55
Teachers	58.83	41.17	100
	14.82	22.58	17.26
Businessmen	52.94	47.06	100
	13.34	25.80	17.26
C.Servants	81.48	18.51	100
	16.29	8.06	13.71
Doctors	29.41	70.59	100
	3.70	19.35	8.63
Engineers	53.84	46.15	100
	5.18	9.67	6.59
Total	68.53	31.47	100
	100	100	100

Table No. 49

	Yes	No.	Total
Erasmic Antiseptic	74.36	25.64	100
	21,48	16.13	19.79
Erasmic Lime Fresh	-	100	100
	-	1.63	0.50
Erasmic Lemon Fresh	75	25	100
	2.23	1.63	2.03
Palmolive delux lather	74.07	25.93	100
	14.81	11.29	13.71
Palmolive lemon fresh	62.16	37.83	100
	17.03	22.58	18.78
Godreje	56.25	43.75	100
	20	33.87	24.36
Old spice	71.43	28.57	100
	3.70	3.23	3.56
Old spice lime fresh	66.67	33.34	100
	1.48	1.63	1.52
Nevia	85.71	14.29	100
	4.45	1.63	3.55
Lakme	66.67	33.34	100
	2.96	3.23	3.04
Monarch	100	-	100
	2.96	-	2.03
Cosmo	100	-	100
	1.48	-	1.01
Pooja	100	-	100
	2.96	-	2.03
Emami	100	-	100
	4.45	-	3.04
Others	-	100	100
	-	3.23	1.01
Total	68.53	31.47	100
	100	100	100

Table No. 50

Income group/Response in Rs.	Yes	No.	Total
Below Rs. 1000	88.76	11.24	100
	52.32	21.73	45.18
Rs.1000-1500	72.	28	100
	23.84	30.44	25.38
Rs.1500-2000	68.57	31.03	100
	13.24	19.57	14.72
OverRs.2000	55.17	44.83	100
	10.59	28.26	14.72
Total	76.65	23.35	100
	100	100	100

Table No. 51

	Yes	No.	Total
Students	79.17	20.84	100
	37.74	32.61	36.55
Teachers	73.53	26.47	100
	16.56	19.57	17.26
Businessmen	82.35	17.47	100
	18.54	13.04	17.26
G.Servants	81.48	18.51	100
	14,57	10.87	13.71
Doctors	58.82	41.18	100
	6.63	15.21	8.63
Engineers	69.23	30.77	100
	5.96	8.69	6.59
Total	76.65	23.35	100
	100	100	100

Table No. 52

	Yes	No	Total
Erasmic Antiseptic	74.36	25.64	100
	19.20	21.74	19.79
Erasmic Lime fresh	75	25	100
	1.99	2.17	2.03
Erasmic Lemon fresh	100	-	100
	0.67	-	0.51
Palmolive delux leather	81.48	18.52	100
	14.57	10.87	13.70
Palmolive lemon fresh	81.08	18.92	100
	19.87	15.22	18.78
Godreje	62.5	37.5	100
	19.87	39.13	24.36
Old spice	100	-	100
	4.64	-	3.55
Old spice lime fresh fresh	100	-	100
	1.99	-	1.52
Nevia	85.71	14.29	100
	3.97	2.17	3.55
Lakme	66.67	33.34	100
	2.65	4.35	3.05
Monarch	100	-	100
	2.65	-	2.03
Cosmo	100	-	100
	1.33	-	1.01
Pooja	100	-	100
	2.65	-	2.03
Emami	100	-	100
	3.97	-	3.05
Others	-	100	100
	-	4.35	1.01
Total	76,65	23.35	100
	100	100	100

Table No. 53

Income group/Response in Rs.	Yes		No.		Total	
BelowRs. 1000		14.60		85.39		100
	61.90		43.18		45.18	
Rs. 1000-1500		10		90		100
	23.80		25.57		25.38	
Rs. 1500-2000		6.89		93.10		100
	9.52		15.35		14.72	
Over -2000		3.45		96.55		100
	4.76		15.90		14.72	
Total		10.66		88.39		100
	100		100		100	

Table No. 54

	Yes	No.	Total
Students	13.89	86.11	100
	47.61	35.23	36.55
Teachers	5.88	94.11	100
	9.53	18.19	17.26
Businessmen	14.70	85.29	100
	23.80	16.48	17.26
Govt.Servants	11.12	88.89	100
	14.29	13.64	13.71
Doctors	5.89	94.11	100
	4.76	9.09	8.63
Engineers	-	100	100
	-	7.69	6.59
Total	10.66	88.39	100
	100	100	100

Table No.55

RANKING OF PRODUCTS ATTRIBUTES

Rank / Attributes	First Rank	Second Rank	Third Rank	Fourth Rank	Fifth Rank
Rich foam	64.46	31.98	3.56	-	-
Antiseptic characteristics	21.32	49.23	23.85	3.56	2.03
Scented	11.67	14.2	59.39	11.17	3.56
Gliding action	1.01	2.03	4.06	28.93	63.96
Longer lasting lather	1.52	2.53	9.13	56.34	30.46
	25	25	25	25	25
	100	100	100	100	100

Table No. 56

FIRST RANK

	A	B	C	D	E	Total
Students	69.45	2.78	4.17	13.89	9.73	100
	39.37	100	100	23.80	30.43	36.55
Teachers	64.70	-	-	20.59	14.71	100
	17.32	-	-	16.67	21.74	17.26
Businessmen	55.89	-	-	23.52	20.59	100
	14.96	-	-	19.05	30.43	17.26
G.Servents	66.67	-	-	25.92	7.40	100
	14.17	-	-	16.67	8.69	13.70
Doctors	58.82	-	-	41.17	-	100
	7.87	-	-	16.67	-	8.63
Engineers	61.54	-	-	23.07	15.38	100
	6.29	-	-	7.14	8.69	6.59
Total	64.46	1.01	1.52	21.32	11.67	100
	100	100	100	100	100	100

Note:- A:-Rich Foam
B:-Gliding Action
C:-Longer Lasting lather
D:-Antiseptic Characteristic
E:-Scented.

Table No. 57

SECOND RANK.

	A	B	C	D	E	Total
Students	27.77	4.17	4.17	43.06	20.84	100
	31.75	75	60	31.96	53.57	36.55
Teachers	29.41	-	-	64.70	5.89	100
	15.87	-	-	22.68	7.14	17.26
Businessmen	44.11	2.94	5.89	35.29	11.76	100
	23.81	25	40	12.37	14.28	17.26
G.Servants	25.93	-	-	55.56	18.51	100
	11.12	-	-	15.46	17.65	17.70
Doctors	35.29	-	-	58.82	5.89	100
	9.52	-	- *	10.30	3.57	8.63
Engineers	38.46	-	-	53.85	7.69	100
	7.93	-	-	7.21	3.57	6.59
Total	31.98	2.03	2.53	49.23	14.21	100
	100	100	100	100	100	100

Note:- A:- Ric Foam

B:- Gliding action.

C:- Longler lasting lather.

D:- Antiseptic characterstic

E:- Scented.

Table No. 58

THIRD RANK

	A	B	C	D	E	Total
Students	2.78	6.95	13.89	27.78	48.61	100
	28.57	62.5	55.56	42.56	29.91	36.55
Teachers	5.89	-	-	14.70	79.41	100
	28.57	-	-	10.63	23.08	17.26
Businessmen	-	2.94	8.82	41.17	47.05	100
	-	12.5	16.67	29.78	13.67	17.26
C.Servants	7.4	-	3.70	18.51	70.37	100
	28.57	-	5.56	10.63	16.24	13.70
Doctors	5.89	11.76	23.52	-	58.82	100
	3.57	25	22.23	-	8.55	8.63
Engineers	-	-	-	23.08	76.92	100
	-	-	-	6.38	8.55	6.59
Total	3.56	4.06	9.13	23.85	59.39	100
	100	100	100	100	100	100

Note:- A:- Rich Foam
B:- Gliding Action
C:- Longer lasting lather
D:- Antiseptic characteristics
E:- Scented.

TABLE No. 59

FOURTH RANK

	A	B	C	D	E	Total
Students	-	26.39	50	9.73	13.89	100
	-	33.34	32.43	100	45.46	36.55
Teacher's	-	20.59	79.41	-	-	100
	-	12.28	24.32	-	-	17.26
Businessman	-	38.23	41.17	-	20.59	100
	-	22.80	12.61	-	31.81	17.26
Govt.Servants	-	33.34	62.96	-	3.70	100
	-	15.79	15.31	-	4.55	13.71
Doctor's	-	29.41	47.05	-	23.53	100
	-	8.78	7.20	-	18.18	8.63
Engineer's	-	30.77	69.23	-	-	100
	-	7.01	8.10	-	-	6.59
TOTAL	-	28.93	56.34	3.56	11.17	100
	-	100	100	100	100	100

Note :-

A :- Rich Foam D :- Antiseptic Characteristics

B :- Gliding Action E :- Scented

C :- Longer Lasting Lather

Table No. 60

FIFTH RANK

	A	B	C	D	E	Total
Students	-	59.73	27.78	5.56	6.95	100
	-	34.12	33.34	100	71.43	36.55
Teachers	-	79.41	20.59	-	-	100
	-	15.06	25	-	-	17.26
Businessmen	-	55.89	44.11	-	-	100
	-	14.28	15	-	-	17.26
C.Servants	-	66.67	33.34	-	-	100
	-	7.94	8.34	-	-	13.70
Doctors	-	58.82	29.41	-	11.76	100
	-	7.14	6.67	-	28.57	8.63
Engineers	-	69.23	30.77	-	-	100
	-	21.43	11.67	-	-	6.59
Total	-	63.96	30.46	2.03	3.56	100
		100	100	100	100	100

Note:- A:- Rich Foam
B:- Gliding Action
C:- Longer lasting lather
D:- Antiseptic characteristics
E:- Scented.

Table No. 61

Income group/Response in Rs.	Yes	No	Total
Below Rs. 1000	16.85	83.15	100
	46.87	44.85	45.18
Rs. 1000-1500	18	82	100
	28.13	24.85	25.38
Rs. 1500-2000	17.24	82.76	100
	15.63	14.55	14.72
Over Rs. 2000	10.34	89.66	100
	9.38	15.76	14.72
Total	16.24	83.76	100
	100	100	100

Table No. 62

	Yes	No.	Total
Students	13,89	86.11	100
	31.25	37.58	36.55
Teachers	11.76	88.23	100
	12.5	18.19	17.26
Businessmen	17.65	82.35	100
	18.75	16.97	17.26
G.Servants	22.22	77.78	100
	18.75	12.73	13.70
Doctors	23,53	76.47	100
	12.5	7.88	8.63
Engineers	15.38	84.62	100
	6.25	6.67	6.59
Total	16.24	83.76	100
	100	100	100

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